



IMPACT REPORT 2023

MyCityRides



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SETTLING IN ON SUMMER AVE.

Dear Friends and Supporters,

I'm excited to share this snapshot of MyCityRides' progress and continued impact in Memphis. This past year has been transformative for us, as we opened our new campus on Summer Avenue. This move has not only provided us with the physical space to grow our team but also enabled us to better serve our scooter fleet, especially in neighborhoods where transportation and access have traditionally been barriers to opportunity. Our commitment to breaking down barriers and creating pathways to more equitable access remains our driving force.

Celebrating a significant milestone, we recently put our 500th Flyer on the road. As we reflect on this achievement, it is truly humbling to witness the fleet odometer tick over 1 million miles traveled. It's hard to imagine how far our innovative startup has come in just five years.

Looking ahead, MyCityRides takes immense pride in the collaborative efforts with local and state government representatives that led to the approval of a new Motor Scooter endorsement that will be available in 2024. This new license will make affordable private transportation more accessible marking a significant step forward in our mission to ensure that individuals have access to affordable, reliable transportation.

None of our achievements would be possible without your unwavering support and belief in our mission. As we delve into the pages of this report, I encourage you to take pride in the lives your investment has changed. Together, we are transforming the way people move and thrive in Memphis.

Thank you for your continued support. Here's to another year of impactful change and shared successes.



SCOOTER SCHOOL ON THE RANGE

Scooter school gives aspiring Flyers a chance to get comfortable on two-wheels as they prepare for their driving test at the DMV. More than 90% of prospective Flyers have never driven a motor scooter so finding knowledgeable, approachable instructors was a critical piece of the puzzle. That's where the Memphis Police Department and Detective Garrett O'Brien with the MPD Auto-theft Task Force came in.

“The MyCityRides Scooter School really prepares people to ride in Memphis, especially on a scooter,” said O'Brien. “[Fellow officers] Ray and Ed brought experience and patterns that we used in training and we've adapted it to fit the classes and focus on the basics to prepare folks.”

The highlight of scooter school for O'Brien is connecting with the Flyers.

“I seriously love getting to meet people from all walks of life. In each class I'll see blue collar workers, white collar workers, you have people who have never ridden, some that rode years and years ago and they are all anchored to trying to ride a scooter. My goal is to meet each individual where they are and there is no better feeling than watching the lightbulb click on someone's head when they get it.”

Since the beginning, 10 officers have served as instructors and service technicians with MyCityRides creating a network of support for our Flyers when they hit the road.





We're excited to share a game-changing update that underscores MyCityRides' commitment to simplifying access to the joy of scooting. For the past 18 months, we've been working alongside state representatives and partners to facilitate a significant shift in the process of obtaining a scooter-specific license.



Tune in to our podcast to learn more about the MyCityRides Scooter School from the experts.



Starting July 2024, TN will offer a scooter-specific Drivers License designation. This means applicants will no longer be required to navigate motorcycle-centric written tests. Instead,

the focus will squarely be on scooter mechanics, safe riding practices, and rules of the road making the licensing process more relevant and seamless. Our hope is that this will simplify the written test process at the DMV, which has proven to be a stumbling block to many prior applicants.

We're not just streamlining the licensing process; we're empowering individuals to embrace the freedom of owning their journey.

“Our partnership with local law enforcement raises awareness of the MyCityRides program with front line officers and creates opportunities for Flyers to interact with their local police officers in a casual, relaxed setting. Who better to learn laws from than the very people out there enforcing them!

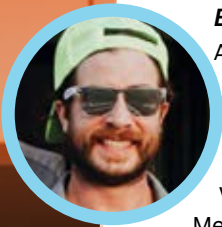
– Jason Williford, *Director of Operations and Retired MPD*

Jason Williford (Left) and Garrett O'Brien (Right)



EXPANDING THE TEAM





BEN | *Service Aficionado (Flyer)*

A musician and teacher by trade, Ben found MyCityRides as a Flyer and joined the team when the pandemic shutdown schools and music venues. Now he keeps the fleet well tuned and can be found scooting to Memphis music venues to gig on his off days.



JAKE | *Driving the Numbers*

As a Binghamton resident, Jake brings a rich background of nonprofit leadership experience from his time at SOS and has been working diligently to make MyCityRides financing process smooth and seamless for our Flyers.



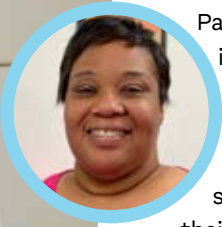
DONALD | *Expert Scooter Tuner*

MyCityRides may have the most musical maintenance department in all of Memphis. Donald Miller studied Jazz guitar. A highly dexterous tinkerer, Donald is now a key player on the roll-out team. Getting and keeping new Flyers on the road gives him a real sense of accomplishment.



JAMHZ | *Flyer Family Connector (Flyer)*

A former Flyer and army veteran Jamhz became our community liason because he loves serving others and helping them find the peace of mind he experiences while scooting. Tune into Mobility Matters to hear Jamhz interviewing fellow Flyers and his signature sign-off “See you on the road.”



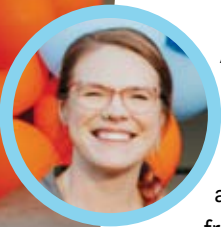
PAULA | *Financial Problem Solver*

Paula’s background in nonprofits and housing in DC turned out to be just what the MyCityRides team needed in the accounting department. Paula specializes in helping Flyers who lose a job or experience a financial setback to make a plan that helps them keep their scooter and get caught up on payments.



STEPHEN | *Scooter People Enthusiast (Flyer)*

Joining the My City Rides program ignited a spark that has grown into a full-fledged passion he shares with others as Flyer Coordinator. A sustainable, fun, and efficient means of getting around the city streets. With his deep love for scooters, he is a perfect fit for our mission to revolutionize urban transportation and make scooters accessible to everyone in the city.



EMILY | *Queen of Customer Service*

After nearly two decades training a fleet of customer services reps Emily decided it was time for a new adventure. Now she leads the MyCityRides Retail operations and oversees all aspects of our customer service experience from application, to on-bike, to give our Flyers the best experience possible!



CASEY | *Pro Problem Solver*

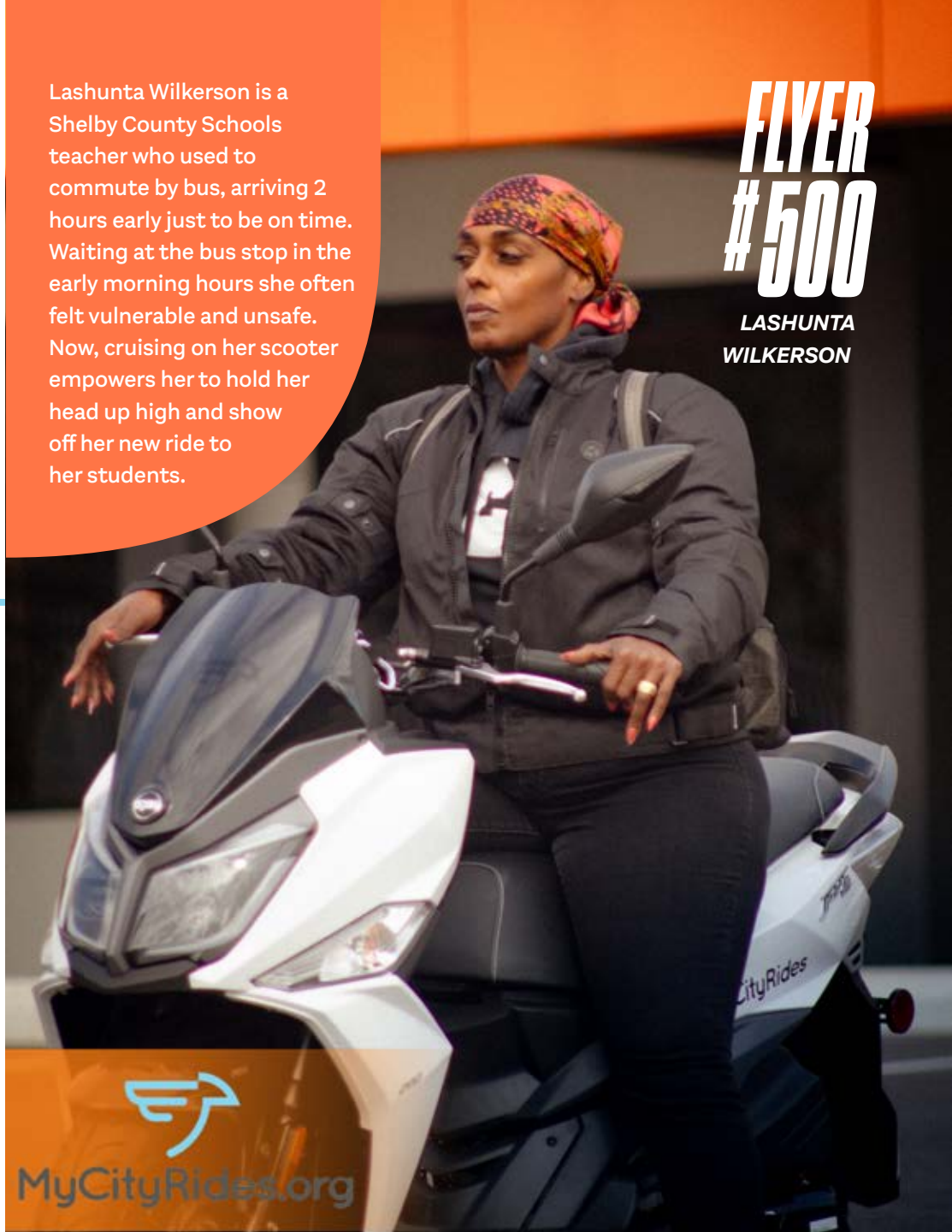
When you launch a start-up you need someone like Casey to help you get your administrative systems up and running. Casey serves as our Salesforce admin and in-house IT support to keep our team up and running.

NUMBERS FOR THE MISSION

Lashunta Wilkerson is a Shelby County Schools teacher who used to commute by bus, arriving 2 hours early just to be on time. Waiting at the bus stop in the early morning hours she often felt vulnerable and unsafe. Now, cruising on her scooter empowers her to hold her head up high and show off her new ride to her students.

FLYER #500

LASHUNTA
WILKERSON



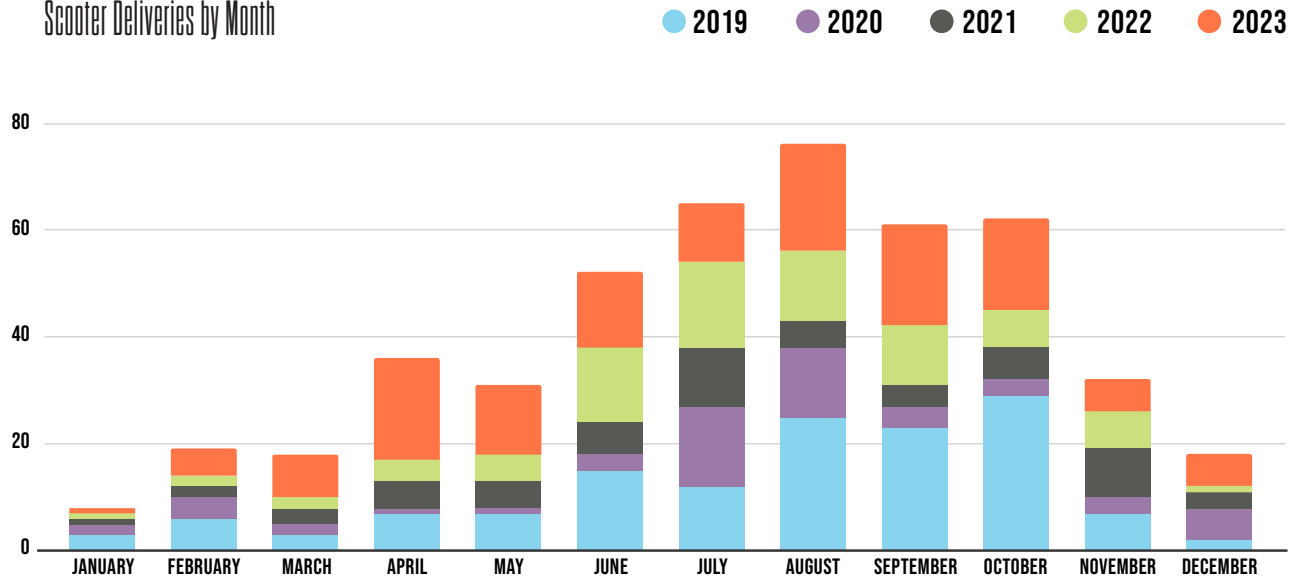
565

FLYERS
ON THE
ROAD

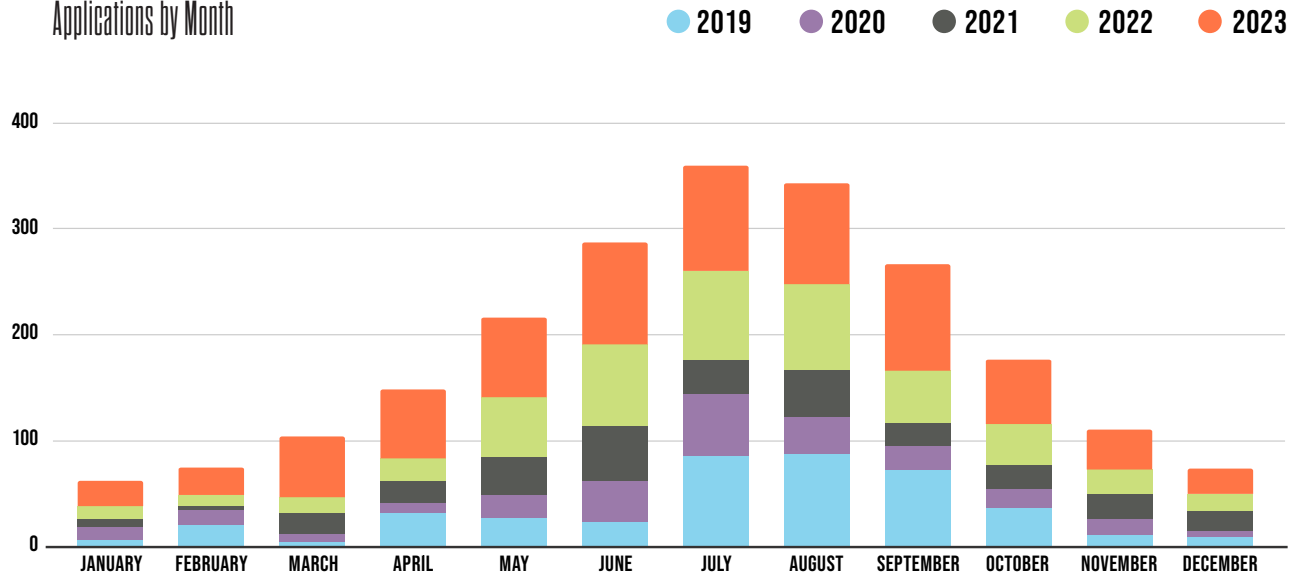


MyCityRides.org

Scooter Deliveries by Month



Applications by Month



1.5 MILLION

MILES TRAVELED



Access to private transportation produces direct

improvements in income and health. Having the ability choose jobs based on opportunity instead of proximity improves wage-options. Private transportation also improves job retention. One study found when a family transitions from zero to one vehicle, they experience, on average, an **\$8,000 INCREASE IN ANNUAL INCOME**. These benefits continue as a family transitions from one to two vehicles, with an **ADDITIONAL \$6,000 AVERAGE INCREASE IN ANNUAL INCOME**.

150 PROGRAM GRADUATES



REASONS FOR SCOOTING

In a survey of MyCityRides participants:

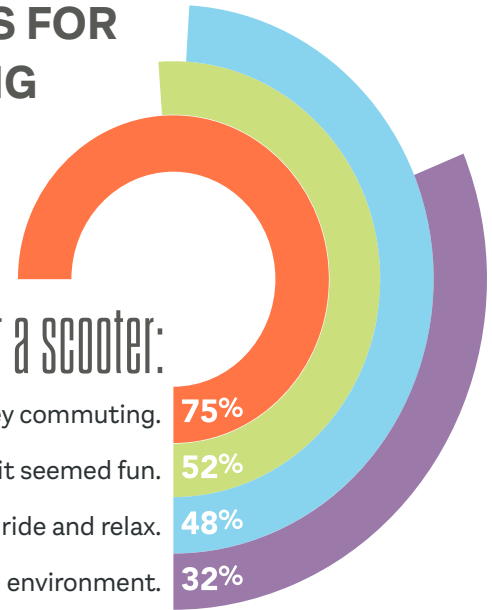
I bought a scooter:

to save money commuting. **75%**

because it seemed fun. **52%**

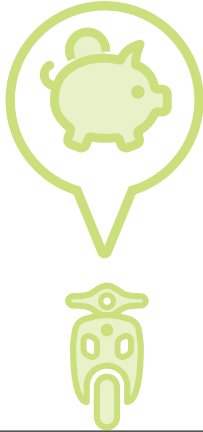
for recreation/joy ride and relax. **48%**

because it's better for the environment. **32%**

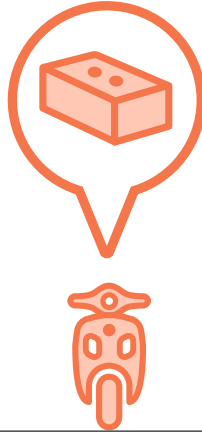


OUR FLYERS FALL INTO ONE OF FOUR PROFILE TYPES:

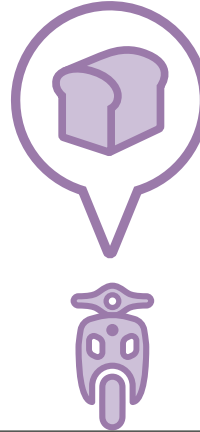
Budget Stretcher



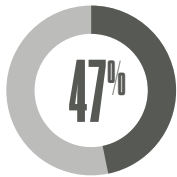
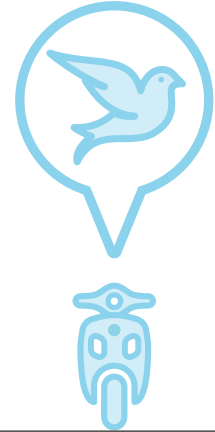
Builder



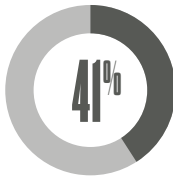
Provider



Freebird



The Flyers who find the greatest success in the program tend to be our Builders and Providers. Representing 47% of our fleet, these folks are in their late 20s to mid-40s, looking to find extra margin in their budgets and time in their days as they hustle to care for themselves and their families. They are often pursuing career growth through additional education or certifications or working multiple jobs to save for bigger goals.



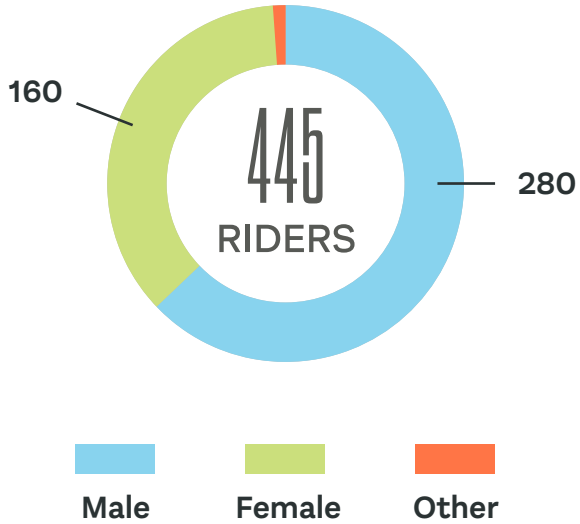
Our Budget Stretchers represent 41% of our Flyers. As our deepest reach into the community, these folks are doing their best to make ends meet while facing many obstacles. They want affordable transportation they can drive with dignity and economy while enjoying the ride.



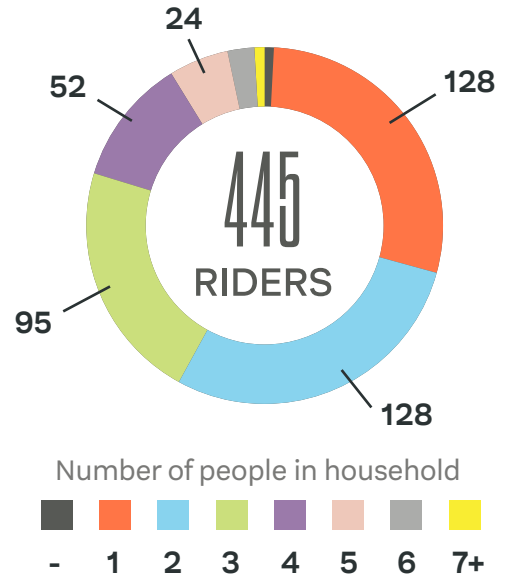
Finally we have our FreeBirds, individuals of means who love the work we do, and choose to support it by joining the fleet, becoming advocates in the community.

All in all, 85% of our Flyers qualify as Low-to-Moderate-Income individuals making MyCityRides a game-changing transportation option.

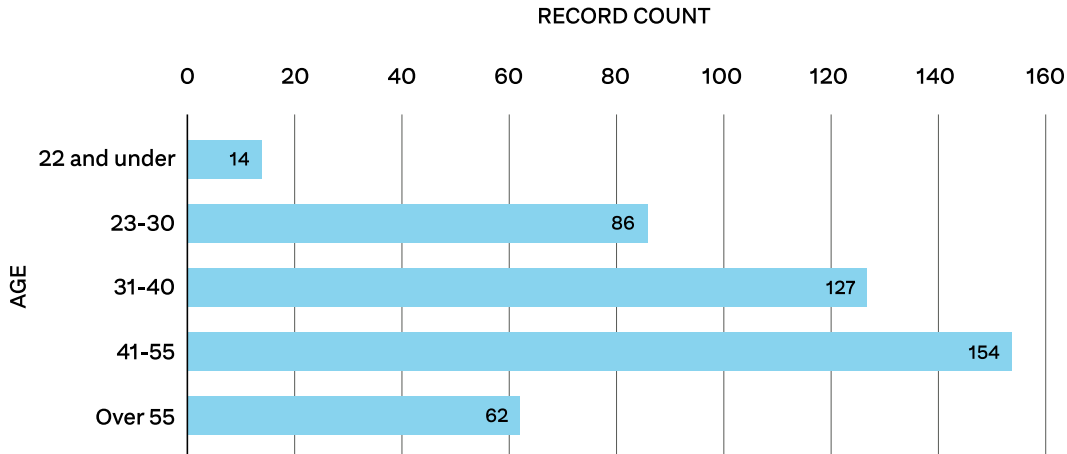
ACTIVE RIDERS BY GENDER



ACTIVE RIDERS BY HOUSEHOLD SIZE



RIDERS BY AGE



Finis didn't know that only a year into becoming a Flyer he'd be convincing his new bride to get a scooter as well! Now you can find Shannon and Finis scooting around town and down Mississippi backroads together. They'd both tell you scooter people are some of their favorite people.

"When you see a group like this it just says so much about unity," said Finis. "We have so many people cross-culture. Seeing the new faces and old faces showing up, it just feels like a family coming together."

"WHEN YOU SEE A GROUP LIKE THIS IT JUST SAYS SO MUCH ABOUT UNITY."



FLYER FAM

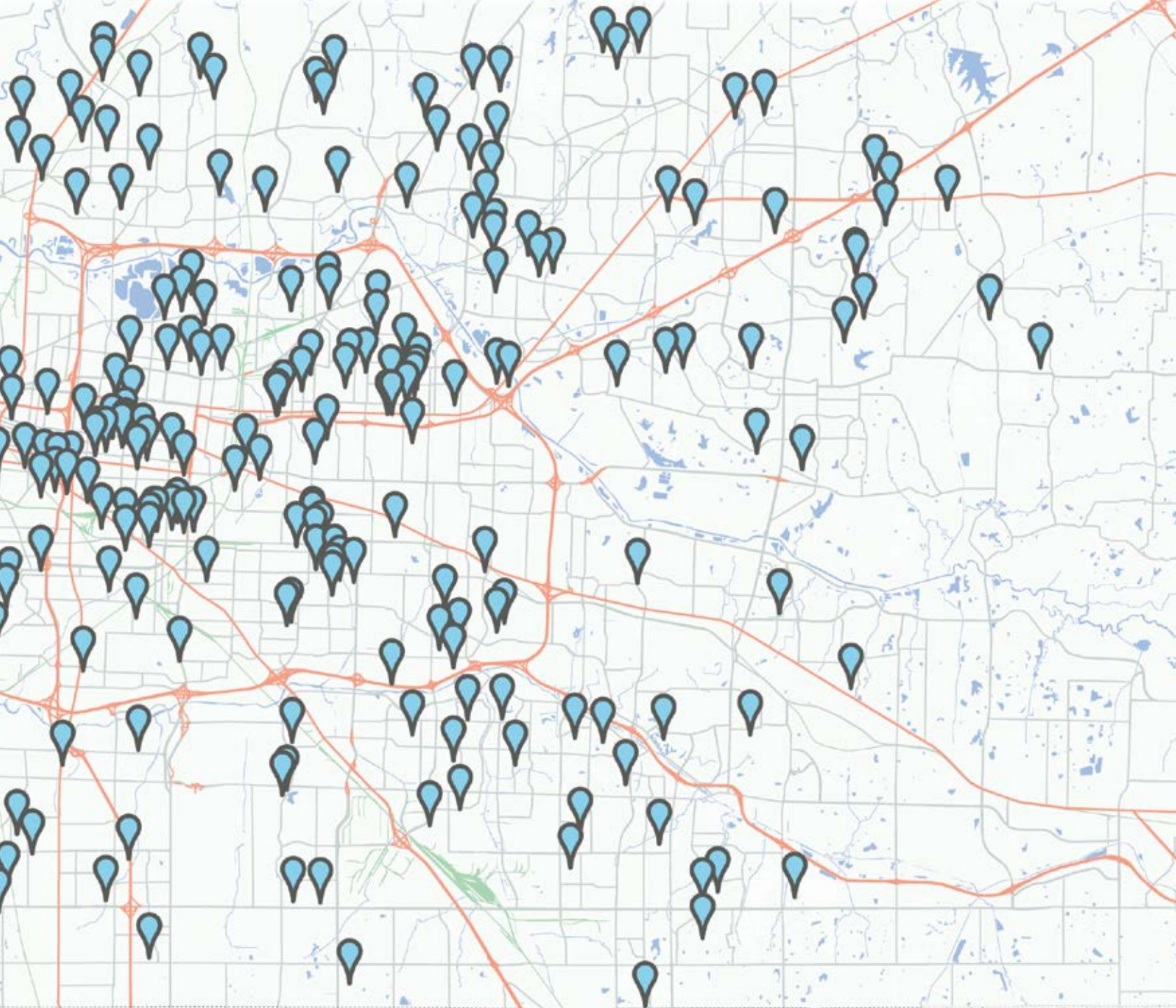
FLEET ON THE STREET

MEMPHIS HAS
A GEOGRAPHIC
FOOTPRINT
EQUAL TO
THAT OF NEW
YORK CITY BUT
WITH 1/12 THE
POPULATION.

The result is long-distance commutes where it can often take more than an hour to get across town on public transportation, making owning a car a must. This “car culture” can limit opportunities for Memphians without reliable transportation.

MyCityRides offers affordable transportation solutions, which allow our Flyers to get to work, run errands and get around town. We have Flyers in almost every Memphis ZIP code, proving scooters can cover a lot of ground.

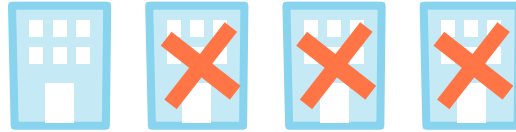




ROADBLOCKS



Memphis ranks nearly last (41 of 42) among large urban areas for transit use per capita, with **only 2 percent of Memphians** taking transit to work.



3 out of every 4 jobs in Memphis cannot be reached within a 3-hour round trip using public transit options. This challenge is exacerbated for Memphians experiencing poverty. Only about 4,000 Memphians experiencing poverty (3% of the total population experiencing poverty), live near a bus service that runs at least every 15 minutes. As a result, only 2 percent of Memphians take public transit to work.



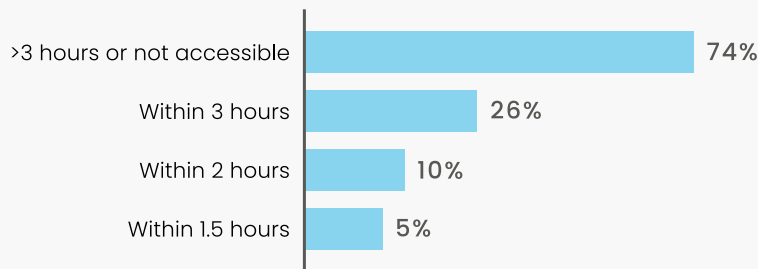
COST OF TRANSIT

Transportation is expensive with the national average cost about 17% of income. In Memphis, transportation is especially expensive **averaging a whopping 29% of income**. Fewer public transit options and lower wages are big factors in this high cost.

Stretching those dollars is critical and introducing an effective low cost solution puts more money back into tight budgets in Memphis.

PERCENT OF JOBS IN MEMPHIS ACCESSIBLE BY PUBLIC TRANSIT

Round-trip travel times



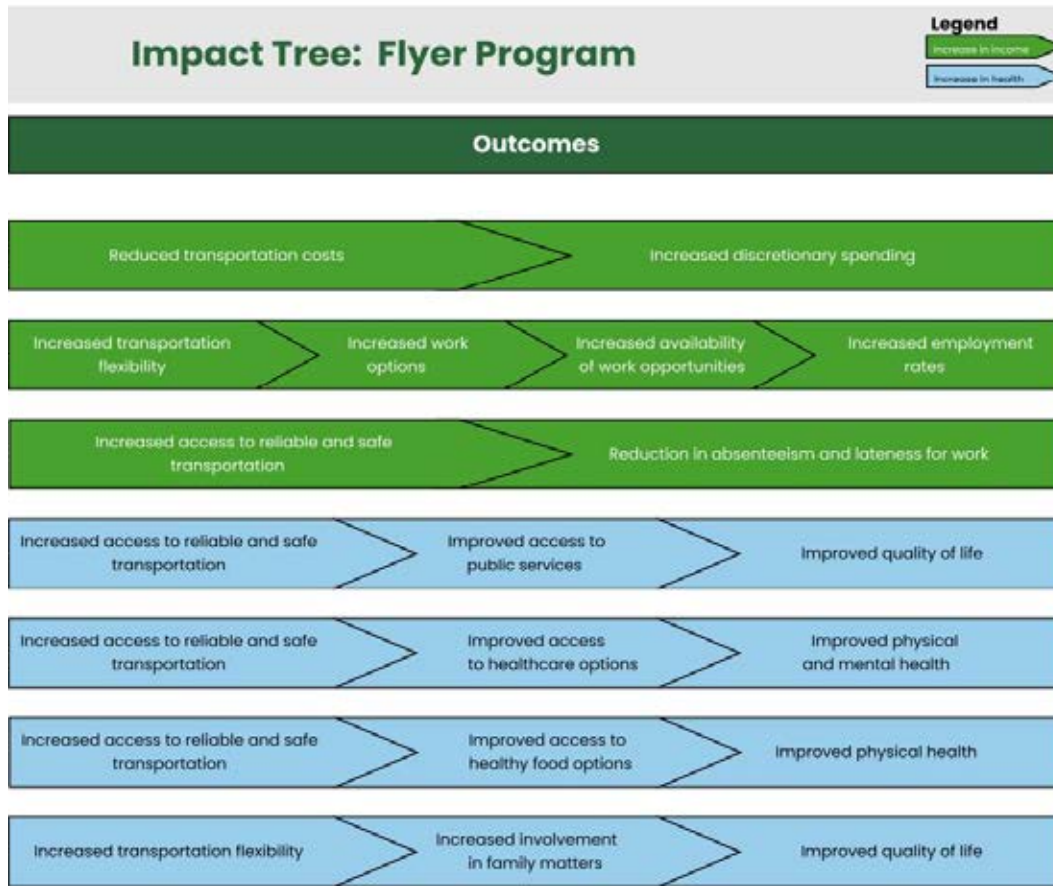


Memphis has a geographic footprint equal to New York City with only 1/12 of the population. In fact, **only 1% of Memphis neighborhoods are considered “location efficient,”** meaning they are compact, close to jobs and services, and offer a variety of transportation options. The lack of population density makes it challenging and cost-prohibitive for public transit to provide the coverage and frequency needed to solve the transportation gap by itself.



IMPACT STUDY Year 2:

In Memphis, public transit alone will not be able to bridge our transportation gaps, making private transportation solutions essential to creating equitable access to living-wage jobs. Below is an Impact Tree illustrating the many ways independent transportation can impact an individual. These possibilities led Slingshot to partner with MyCityRides for the past two years to conduct an in-depth Impact Study to assessing the poverty-fighting value of our program. Scan the QR code below for a full report on their assessment to date.



Scan to view the full report by Slingshot Memphis.

A photograph of a brick building with a colorful mural. The mural features large, stylized letters and abstract shapes in various colors like blue, yellow, red, and green. In the foreground, the rear wheel and a black boot of a motorcycle are visible. The background is a clear blue sky.

FLYER = STORIES



BEN

Commuting more than 100 miles a week to teach music and play gigs was really wearing on Ben. So when a friend showed up on a MyCityRides scooter he had to know more. Soon he was scooting to work, exploring the city, and saving on gas, but then the pandemic shut everything down.

Without an outlet for his music, Ben leaned into his other passion, tinkering with vehicles, and asked MyCityRides if they could use help in the shop. Soon he found a deep sense of satisfaction in fixing scooters and prepping new scooters to roll out on the road. As a Flyer himself, Ben's authentic, approachable nature quickly made him a favorite expert for new Flyers who wanted tips for all-weather riding and scooter maintenance.

Now as the Lead Service Technician, Ben oversees the work of the service department helping maintain a fleet that has grown to more than 500 scooters.

"Every time I see a scooter on the road around Memphis I know I helped put it there," said Ben. "Knowing I'm helping get, and keep, Flyers on the road safely is a really good feeling."

EVERY
TIME I SEE
A SCOOTER
ON THE ROAD
AROUND
MEMPHIS I
KNOW I HELPED
PUT IT THERE."



*Tune in to S2 Ep 6 to
hear Ben's story*





STEPHEN

NOW, I DRIVE
MY SCOOTER
EVERY DAY WHICH
IS ALLOWING ME
TO SELL MY
VEHICLE AND
PUT THAT
MONEY INTO AN
EMERGENCY FUND.”



*Tune in to S2 Ep 3 to
hear Stephen's story*

When you experience bankruptcy at 22 it makes an impression. For Stephen, it shed light on how finances work and how quickly you can find yourself in a troublesome situation. Ever since he'd been trying to turn his life around and have more financial stability.

Stephen was working at FedEx when he found MyCityRides. He had a 2016 civic that he'd hoped would get the advertised 30 miles per gallon but he still ended up filling up every 10 days. He joined the MyCityRides program to take advantage of the savings and 90 mpg.

“Now, I drive my scooter every day which is allowing me to sell my vehicle and put that money into an emergency fund,” said Stephen. “That is financial stability I've never had before.”

Stephen fully embraced scooter life by joining the MyCityRides team full-time in 2023. Now he spends his days having a whole lot of fun helping others find the freedom and financial security he's experienced by becoming #scooterpeople.

MESHA

Mesha Young was working at places close to where she lived so that she could commute easily using the bus, uber and lyft to get around. Despite the proximity, she still had to leave an hour and a half early to arrive on time and transportation was still really expensive.

When a coworker told her about MyCityRides she decided to look into it for herself.

“I did my own research and I saw how nice the scooters looked and how happy everyone looked,” said Mesha. “I said I want to get in on that! Now I’m saving so much time and money! I love my scooter, I named it Doreen, that’s how much I loved my scooter!”

Now getting around is an adventure instead of a burden.

“Being able to ride my own own scooter gave me the freedom to go out and do what I need to do in a timely manner like going shopping, going out to get groceries, or going to work without having to leave an hour and a half early to get there or worrying about calling anyone to ask them to pick me up,” said Mesha. “I’ve seen thousands of routes that get me where I need to go alot faster than the bus. I can fill up for \$3 and I can get where I need to go for three or four days. It’s just so little cash out of my pocket.”

The program introduced Mesha to opportunities that she couldn’t access before and a lot of people including the MyCityRides team. Now when she sees other Flyers or motorcyclists on the road they give each other the biker wave as a sign of respect and she knows she’s part of a community.

I SAW HOW
NICE THE
SCOOTERS
LOOKED AND
HOW HAPPY
EVERYONE
LOOKED. I
WANTED TO GET
IN ON THAT!”



*Tune in to S2 Ep 4 to
hear Mesha’s story*



NONPROFIT EMPLOYER PARTNERS





RISE Memphis operates on the belief that income and stability foster empowerment. This is what led Valerie Johnson to enroll in their Save Up program. Save Up teaches participants how to budget, establish safe and affordable bank accounts and purchase assets. Participants open a savings account and put these learnings into action over 6 months, then RISE matches their savings

2:1 making it possible for them to earn up to \$3,000.

When Valerie wrecked her car in March she knew she needed reliable transportation. Luckily, she had her savings from the Save Up program and when MyCityRides came to present their program at her church, she knew she wanted to join. Now she's continuing to save by scooting about 3 times a week!



When the email from TN Nonprofit Network outlining their new transportation partnership with MyCityRide hit her inbox, Vicki Cox, Executive Director of CAFE knew just who to send it to.

“I’m a Jazzy of all trades, and a coupon clipper,” said Jasmine Walker. “When I saw the chance for an adventure, a deal, and a gorgeous helmet with the retail credit, I was in!”

The “deal” was an exciting partnership between TN Nonprofit Network and MyCityRides that gives nonprofit employees added benefits through the MyCityRides program.

Jasmine applied and headed to scooter school, which was a game changer for her.

“If I didn’t have scooter school I probably wouldn’t have done it,” said Jasmine. “It made me comfortable enough to take to the road.”

A month into scooter life, Jasmine shared the program with her co-workers at their staff meeting. 10 members of the team don’t drive because they lack the resources to get a car or don’t have a license. Instead they catch rides from family, Uber, or carpool with friends. Sometimes teachers just call in because they can’t get a ride leaving her team shorthanded.

“I wanted them to know that they don’t have to depend on people for a ride or pay an Uber,” said Jasmine. “MyCityRides puts your ride in your own hands which is exciting. Now when I need a good getaway I head out for a drive, riding my scooter gives me that.”



Children and Family Enrichment
at Idlewild

“I work for the Binghampton Development Corporation,” a smile splits Trey Wray’s face as he says it. He is proud to tell people where he works. 5 months ago he couldn’t see himself going a day without drugs. Now he has hope.

Trey was a month sober in a one-on-one meeting with his Drug Court representative when he learned about The Business Hub. He was working for cash under the table and knew he’d need help to bring his life above board.

“I took a risk and a pay cut when I quit my job to participate in The Hub program,” said Trey, “but I knew I needed to do it to get my finances and credit above the table.”

That’s where Trey met Dee Franklin, the BDC Executive Director, and Antwoine Clark the employee development manager at The BDC Business Hub. This warehouse-based job training program helps dismantle employment barriers while equipping participants with the hard and soft skills needed to obtain and retain a living wage career.

While receiving the training is the first hurdle, getting to the job is often the next obstacle.

“Once participants show that they can commit to 30-60 days of the program, they are eligible for us to recommend them to MyCityRides,” said Antwoine.

Trey is now able to get to work easily on his MyCityRides scooter and thanks to support from the BDC team, his credit union, and his housing partner, he’s five months sober, steadily employed, with a credit score that is 100 points higher and on the rise.

“I love the business collaborations in our neighborhood,” said Dee. “We’re all serving the same people and working together to make our community a place where everyone feels seen, heard, and cared for.”



CORPORATE ENGAGEMENT



Our new campus allows us to host our partners and give them an inside look at our program. We've hosted FedEx, Slingshot, The Heights CDC, Remember Media, and The Chamber for team meetings, events, and sample Scooter Schools over the past year.

If your company or organization would like to host an event, team off-site or scooter school give us a call or contact emily@mycityrides.org to book your outing today!





MyCityRides will also bring a roadshow to you! Bryce Corporation hosted a roadshow for their employees and gave away a scooter!

BOARD AND DONORS

OUR TEAM

Andy Nix – *Executive Director*

Jason Williford – *Director of Operations*

Jake Wiig – *Director of Accounting Systems & Controls*

Emily Dawson – *Manager of Retail Operations & Customer Service*

Casey Taylor – *IT and Systems Project Coordinator*

Ben Walsh – *Service Manager*

Donald Miller – *Service Tech*

Jamhz Jackson – *Flyer Community Liason*

Stephen Blaque – *Retail Associate*

Paula Bell – *Accounting Specialist*

OUR BOARD

Jay Martin

Greg Martin

Paulo Teixeira

Dan Conaway

Patty Stringer

Andy Nix

VISION CHAMPIONS

Daniel Allen

Marian & Michael Bruns

Hillard Crews

Meg & Scott Crosby

Charles R Evans, Jr

Charles Ewing

Dottie & Parker Harness

Douglas Sean Hopkins

Anne & Michael Keeney

Sandra & Jay Martin

Nancy & JD McDonnell

Deb & John Merino

Jean & Buster Orr

Patricia & Genie Stringer

Stan Turk

Henry Turley

David Wedaman



Greg Martin, owner of eleven local UPS stores and counting, knows the value of reliable employees. He truly believes that workforce mobility is a critical need in Memphis and that MyCityRides is poised to meet that need.

We'd like to thank each of our Board Members and Donors for their incredible support of our mission to create a more connected and equitable Memphis.

SUPPORTING THE MISSION

George Abbott ✈
Ben Adams
Daniel Allen
Frances Anthony ✈
Elaine & Jeff Barnes
Luis Bermudez ✈
Jeanie & Breen Bland
Paul Boyce ✈
Rendy Breland ✈
David Brown
Khalil Castal ✈
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Allison & Andy Cates
William Cawein
Chris Cawein
Sumeet Chahal
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Patrick Gardner

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Megan & Corey Klein
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Jonathan Massey
Robert Mayes
Stacy & Chris McCall
Johnny McCall ✈
Logan Meeks
Lauren & Michael Miller
Richard Miller
C J Miritello
E Haavi Morreim
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Nicki & Andy Nix
Lee Nix
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Casey Taylor
John (Carey) Thompson
Theresa Townsley ✈
Emily Trenholm
Terry Trojan
Amanda Viera
Julie Werner
Kathleen Williams
Duncan F Williams
Shelia Williams ✈
Jason Williford
Amy Wiseman
Kevin Yancy

GRANT MAKERS:

The Assisi Foundation of Memphis, Inc
City of Memphis
FedEx
Kemmons Wilson Family Foundation
Martin Family Foundation
Priscilla M. & Paulo L. Teixeira Family Foundation
Slingshot Memphis
Stephanie & David Short Foundation
Regions Foundation of Tennessee
The Briggs Foundation

THE ROAD AHEAD



WORKFORCE DEVELOPMENT INITIATIVES:

Upskill Midsouth - This \$21.5mm grant to the UofM will help 1800 folks acquire job skills while providing wrap-around support for needs including transportation and childcare. The goal is to connect these participants with 150 employers and MyCityRides will be there to help them get where they need to go!



TECHNICAL PROGRAMS:

We're excited to be able to provide an ongoing presence on TCAT's campus(es) with support from President Dr. Gwen Sutton who is ready to join the Flyer Family. We are also in discussions with them to add some small engine cross training as a supplement to TCAT's large engine, diesel, and automotive shop courses.



ECONOMIC DEVELOPMENT:

In addition to supporting the Blue Oval Community development efforts we have proven that our scooters are quite capable of making the commute to the Blue Oval Campus from the center of Memphis just as quickly as a car and twice as fun!



TRANSPORTATION ADVOCACY:

MyCityRides is partnering with like-minded organizations including Explore Bike Share and Innovate Memphis, to advocate for safer, more intentional transportation infrastructure. Together we can create equitable access to opportunity in Memphis and a healthier community for all.



HOW YOU CAN HELP

MyCityRides is poised to scale and make an even greater impact on Memphis. We are uniquely positioned to stand in the gap for Memphians with 10-20 mile commutes who lack access to public transportation or need the autonomy of their own transportation.

You can help make transportation more sustainable and equitable in Memphis. Your support will help us connect our community and support local businesses and workers. There are many ways to support MyCityRides:

- **Donate a scooter** to underwrite a program participant—by underwriting one or multiple scooters you allow us to expand the fleet and grow the program.
- **901 Fund** – become a monthly donor and support the day-to-day needs of growing the fleet.
 - Encourage your workplace to **consider establishing payroll deduction** for employees who participate with MyCityRides.
 - Support #ScooterPeople by purchasing gear from our new expanded retail offerings and wear it with pride!



Scan to donate or visit:

JOIN THE \$9.01 CLUB



By investing \$9.01 each month—or a donation in the amount of your choice—you can help lift up our most deserving, hard-working Flyers.

SUPPORT A FLYER



\$5000

Sponsor a Flyer



\$1500

Bridging the Gap



\$250

Flyer Gear Package



\$100

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