



## **Move Minneapolis Contract Ambassador Scope of Work Lyft Nice Ride for All 2022 Program**

**BACKGROUND:** As the operator for the Nice Ride Program in Minneapolis, [Lyft](#) has created the [Nice Ride for All Program](#) which seeks to expand access to under-served communities by offering affordable pricing options to use Nice Ride bikes. The Nice Ride for All program provides a \$5 Annual Membership to qualifying residents of Minneapolis. Membership includes waived unlock fees, unlimited 45-minute trips on Classic bikes, discounted e-bike rides at \$0.05/min and discounted scooter rides at \$0.19/min.

As the Transportation Management Organization for Minneapolis, [Move Minneapolis](#) is partnering with Lyft to be its boots on the ground and promote the Nice Ride for All program in Minneapolis communities.

### **OVERALL SERVICES TO BE PROVIDED BY MOVE MINNEAPOLIS:**

- Sign up 1,000 new Nice Ride for All members
- Promote Nice Ride for All and deepen Lyft's community relationships in North Minneapolis by conducting the following duties:
  - Create launch events (with key partners) for the program in target neighborhoods, to occur on or about **June 01, 2022**;
  - Demo both Nice Ride Bikes & Scooters, including locking and docking;
  - Advise program development process including program design, launch, and outreach planning;
  - Create an engagement plan outlining field engagement strategy for the season
  - Outline list of planned events to achieve program goals;
    - promote all sign-up events and launch activities;
    - Host community sign-up events;
  - Provide connections - and track introductions and links - to other community organizations in the North Minneapolis area for outreach and partnership;
  - Create pop-up events throughout the season with program partners in local parks/community areas to further bike education and encourage health/wellness, e.g., Let's ride a bike -- bike lessons in partnership with outdoor fitness classes or educational events;

- o Attend in-person existing community events to offer sign-ups/information (e.g., Council Meetings, Farmers Markets, Open Streets, Block Parties, Holiday parades) - 5 per month;
- o Capture photos at each event and comments from event attendees in an event wrap up; and outreach planning;
- o Capture all events attended, sign-ups, etc.
- o Provide a recap after each event within 48 hours and provide an end of year recap by **October 24, 2022**

**CONTRACTOR OPPORTUNITY:** Move Minneapolis is seeking **two contract ambassadors** to aid with executing these services. Working in partnership with Move Minneapolis staff and Lyft representatives, one contract ambassador will support the development of an overall engagement plan, and the other contract ambassador will support event execution and representation of the program at various events. Contract ambassadors may determine the division of responsibilities between them but should work together to fulfill the following duties:

**Contract Ambassador Duties**

- Represent Lyft’s Nice Ride program at weekday and weekend community events;
- Promote reduced fare program memberships through community partner visits, station/hub tabling and more;
- Educate customers about Nice Ride, including the bike features, removal and return procedures for bikes, reduced fare program pricing and signup;
- Present briefings to local community groups about bike share and reduced fare program;
- Work with Lyft to help develop campaigns and educational materials for the reduced fare program;
- Communicate success stories, key learnings, operations updates and event recaps to Lyft;
- Assist with community event planning and engagement-including: event follow-up & reporting, coordinating on group rides with external partners
- Maintain database of Nice Ride For All community engagement prospects, contacts, and event opportunities
- Other duties as assigned;

**Contract Ambassador Hourly Compensation:**

Each contract ambassador will perform services on an hourly basis of \$20 per hour at approximately 15-20 hours per week, June 1 – September 30, 2022. Exact hours may vary week to week depending on events schedules. Event schedules will be established in advance so contract ambassadors may plan accordingly. Each contract ambassador will be eligible for bonus payments upon reaching agreed upon metrics. All expenses incurred performing

contractor duties will be reimbursed. Contract ambassadors will report to Move Minneapolis staff.

### **Contract Ambassador Qualifications**

- 18 years of age or older;
- Valid Driver's License;
- Comfortable driving in the greater Minneapolis area;
- High school diploma or equivalency;
- Familiar with the North Minneapolis, Phillips, or Cedar Riverside communities, as applicable;
- Advocacy or community organizing experience within the North Minneapolis, Phillips, or Cedar Riverside communities, as applicable;
- Comfortable in a fast-paced environment, standing, stooping, bending and lifting up to 25 lbs.;
- Outgoing and energetic;
- Knowledge and ability to ride a bike;
- Team-player;
- Excellent communication skills (fluent in Spanish or other language is a plus); and
- Ability to take direction and to learn basic facts about bike share, the Nice Ride program and Nice Ride for All.

**If you're interested, please contact John Barobs at [john@moveminneapolis.org](mailto:john@moveminneapolis.org) to learn more.**