Creating a Shared Community E-Bike Library

CLIP

Project Overview: The CLIP E-Bike Library Launch is a pilot project designed to expand access to reliable, and sustainable transportation through shared e-bike conversion kits. By offering a low-barrier, community-focused mobility solution, the project will increase the visibility of the CLIP brand, generate new revenue opportunities, and deepen relationships with local partners and stakeholders across New York City—advancing CLIP's mission to democratize access to e-bikes.

Approach: Our team began by researching Brooklyn neighborhoods to identify the most suitable location for the CLIP pilot launch, focusing on areas with limited transit access and high potential for community impact. We identified local organizations to build strategic partnerships that would support deployment and engagement. Based on logistical considerations and partner readiness, we pivoted to a closed-campus pilot at Bard College. When we pivoted to a closed-campus pilot, we faced challenges due to not involving key stakeholders early on. While the campus model was ultimately not viable, it provided valuable lessons that have strengthened our approach moving forward.

Methodology:
- Conducted secondary research to identify neighborhoods in Brooklyn and pinpoint ideal community partners and sponsors
- Identified and analyzed key metrics for neighborhood selection
- Engaged with stakeholders and expanded sales prospects at the closed college campus
- Analyzed Bard outcome as a case study to derive actionable insights for guiding successful future pilots

4 Key Takeaways:
- Build capacity *internally* to find the right people *externally*.
- Create a financial structure that is affordable for the customer and practical for CLIP.
- Tap into existing bike culture. Don't create it.
- Anticipate potential challenges before they arise.

Results: **Comprehensive E-bike Library playbook for launching in a Neighborhood Community Setting and a Closed Campus Community**

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