Contact us for all your Social Bike Business program needs.

One Street:
- Serves leaders of organizations working to increase bicycling
- Provides on-call support, resources and workshops on organization management and bicycle campaigns

Our priority program is Social Bike Business.

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Thanks to the support of:

Margaret T. Morris Foundation

www.onestreet.org
**Why do we need Social Bike Businesses?**

- The lack of affordable, quality, transportation bicycles;
- Disadvantaged people and their neighborhoods are very poorly served by bike shops;
- The trend by the bicycle industry to move all production into environmentally and socially abusive Asian factories, thus escalating social problems;
- Very few of the factories making bicycles serve their local disadvantage people;
- Disadvantaged people can benefit most from affordable, quality, transportation bicycles.

**What is a Social Bike Business?**

- Taps local non-profit, for-profit and government partners to build a local team;
- Provides locally manufactured and refurbished affordable transportation bicycles and cycling guidance to disadvantaged people;
- Provides job training for bicycle repair, bicycle manufacture, cyclist education, customer service, management and bike shop ownership;
- Works towards financially self-sufficient certified social bike shops owned and operated by disadvantaged people;
- All program employees and owners of social bike shops are paid a market salary;
- All profits increase service to disadvantaged people.

**NOT:**

- Volunteer-run programs
- Sport bicycling
- Imported new bicycles
- Profits above people
- Programs that don’t welcome the most disadvantaged people

**One Street** will help you develop your own Social Bike Business program by:

- Offering guidance for planning and design of your local program;
- Providing proven models for your program;
- Helping you organize your local team;
- Helping you and your team raise initial capital to launch your program;
- Connecting you to our growing network of Social Bike Businesses around the world.

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