

What is BiCi Co.?

Bicicletas = Oportunidades



- **Hartford, CT** - A teaching, membership model bicycle shop with a storefront in front and teaching / program space in the large back rooms.
- Youth programs and after school opportunities for Hartford area youth and teens. BiCi Co. is starting a Build-a-Bike / Fix-a-Bike teen program in the Fall of 2015.
- An outgrowth of the 2015 Summer Youth Employment project. Thirty 14-15 year olds learning about bike safety and mechanics, science, the economics and environmental impacts of transportation choices, Hartford's rich history, and the significance of bicycles in our diverse cultures.
- The only bicycle shop in a city of 120,000 residents where 35% of households are non-car owners. Access to parts, bike safety items, tools, and experts.
- A connection and destination between the bustling Latino business district on Park Street and Downtown Hartford's business district. Bringing mentors from Downtown to volunteer, mentor, and shop. Creating social connections to Hartford's employers.
- Partners with the Spanish American Merchants Association. BiCi Co. will be located in the SAMA building and have a 1st floor storefront on busy Park Street.
- A route to increasing bicycle mode share in Hartford. At 0.8% mode share for bicycle commuting Hartford is far behind cities with sustainable urban transportation.

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