



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: BEDFORD STUYVESANT RESTORATION CORPORATION

THE CHALLENGE

The Bedford Stuyvesant Restoration Corporation (Restoration), founded by Senators Robert F. Kennedy and Jacob Javits and former New York City Mayor John Lindsay, is the United States' first community development corporation. Restoration launched a program in partnership with Citi Bike, the New York City Department of Transportation and the New York City Department of Health and Mental Hygiene to promote bike share in Bedford-Stuyvesant (Bed-Stuy), Brooklyn, a historically low-income community with poor access to public transportation. The purpose of the program was to promote the benefits of bike share in overcoming health, mobility and financial challenges, and change the perception of bike share as a harbinger of gentrification. TASC was enlisted to promote Restoration's efforts and secure positive media attention for the program.

THE STRATEGY

TASC targeted national, regional and local media outlets to secure attention for the program, its success in Bed-Stuy and the implications of this success for other similar communities across the country. TASC helped create a groundswell of grassroots support for the program by securing media coverage for bike rallies and community events.

THE RESULTS

TASC secured 100+ media placements for the program. Coverage included a cover story in [amNY](#) and articles in [NPR](#), the [New York Daily News](#), the Brooklyn Daily Eagle and the Brooklyn Paper. Crain's New York Business [editorialized](#) in support of the program and praised the larger impact of Restoration on the community. Two years after launching the program, Restoration released a report highlighting its success, including a 225% increase in bike share rides over a one-year period, a 56% increase in Citi Bike memberships in Bed-Stuy versus a 46% increase across the rest of the city, and a higher rate of New York City Housing Authority (NYCHA) resident enrollment in bike share in Bed-Stuy than anywhere else in the city.

100+ MEDIA PLACEMENTS

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