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Mayor Fulop & Community Organizations Announce Crowdfunding Partnership Raised More than \$38,000 for 275 Bike Racks; Innovative Public-Private Fundraising Effort First of Its Kind in New Jersey

City Contributed \$16,000 and Community Partnership and Fundraising Effort through ioby raised \$22,000 to Date

JERSEY CITY – Mayor Steven M. Fulop and local community organization **Sustainable Jersey City** announced today that a unique partnership between the Jersey City Mayor’s office, the Jersey City Art School, BikeJC, and the crowd-sourcing site ioby.org, has **raised more than \$38,000 for the installation of 275 bike racks** throughout the City, surpassing the initial goal and illustrating the demand for creating better neighborhoods for biking.

The six-week JC Bike Rack Campaign aimed at raising \$20,000 for the purchase and placement of bike racks throughout Jersey City, with the City also contributing \$16,000 toward the effort.

“We are excited about both the success of this crowd-resourcing fundraising effort and the overwhelming support by the community for bike racks in our city,” said **Mayor Fulop**. “This project illustrated that the real power lies in the community and success is possible when the city and community organizations work together to advance both the quality of life in our city and raise real money from the community for a significant project. We look forward to similar crowd-resourcing efforts for other sustainability projects in our city.”

Now that the fundraising is complete, the fabrication and installation of the bike racks can begin and production is expected to take approximately a month. As part of the fundraising effort, donors were also able to vote on the location of a bike rack and full-cost sponsorship is also available for placement of the racks in neighborhoods across the City. All groups involved felt it was important to give residents the ability to decide the vicinity where these racks are deployed. This model provides the public with transparency and participation in the growth of their city. With an initial goal of 275 sponsored racks, the campaign hopes to make large strides in turning Jersey City into a bike-friendly city.

“When we set up our partnership with ioby, SJC originally envisioned community groups all over the city using charitable donation crowdfunding to green their neighborhoods,” said **Sustainable Jersey City Founder Deb Italiano**. “The JC Bike Rack Campaign went further and is helping to build momentum for larger scale sustainability initiatives needed here. This was a terrific campaign and the Mayor’s Office was great to team with.”

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(2)

The Jersey City Arts School was integral in the project, initiating the concept of having local artists design the bike racks through a competition.

“The two winning designers and their work best represent the civic pride of the Jersey City’s Arts Community,” said **Anne McTernan, Associate Director of the Jersey City Art School**. “The racks will be aesthetically pleasing, sophisticated, and speak to the unique character of our beloved city.” In addition to serving as a sustainable alternative to cars, bikes provide a flexible and healthy transportation method for city dwellers. The campaign aims to promote biking in Jersey City and build upon the recent addition of painted bike lanes on Jersey City streets by supplying bike racks and safe biking knowledge to potential commuters.

“This Project’s community-based funding structure recognizes that making Jersey City bike-friendlier isn’t just a benefit for cyclists, it’s an improvement for every neighborhood and every business district,” said **Chris Englese, President Bike JC**. “These stylish racks will make it easier for people on bikes to start and end their journeys and they’ll also make bike parking neater and more orderly.”

“ioby is proud to offer our digital fundraising platform for Jersey City residents leading greening activities with SJC,” said **Erin Barnes, cofounder and Executive Director, ioby**. “In this partnership, residents with project ideas for their neighborhoods that meet the objectives of SJC were able to use ioby’s crowd-resourcing platform to get the resources they need to bring their projects to life. We are particularly excited about the Jersey City Bike Racks campaign, as we share the team’s belief that community-supported bicycle infrastructure will contribute to a stronger, more sustainable Jersey City.”

Even though our fundraising is complete, we’re still accepting donations and sponsorships on our ioby page, tell your friends! You can donate by visiting <https://www.ioby.org/project/jersey-city-bike-racks>.

About Sustainable Jersey City

Sustainable Jersey City is a collaborative network of green community groups and individuals within Jersey City who have come together to move the city toward a more sustainable future. By focusing on community partnerships and neighborhood actions, Sustainable Jersey City has built relationships with many neighborhood, governmental and private organizations to further their reach and objective. With projects ranging from rain gardens to community composting, the group has been developing and executing projects with success all over Jersey City for four years. For more information about Sustainable Jersey City, please visit <http://sustainablejc.org/wordpress/>

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699. ////