

RIDE4CHANGE



**B-360 Campus:**  
Ride with Us to  
Unlock Black Genius

# MISSION STATEMENT

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B-360's mission is to  
utilize dirt bike culture  
to end the cycle of poverty,  
disrupt the prison pipeline,  
and build bridges  
in communities.

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# ABOUT B-360

Carving out a new lane to careers and opportunities one wheelie at a time, B-360 is transitioning youth and young adult riders in Baltimore out of traffic and into programming, building a safe space to grow transferable skills, increase economic justice, disrupt the prison pipeline, and help add sustainability.

Through culturally relevant programming, we teach students the engineering design process and create safe spaces to apply engineering and rider safety. We also foster new pipelines to STEM careers and workforce development for young adults seeking an alternative to the criminal justice system.



B-360 is led by Brittany Young, a West Baltimore native who has planned satellite explorations, developed medical deceives, and worked in education. She founded B-360 in 2017 because she believes those closest to the problem are the solution to solving it and strives to elevate Black talent, genius, and culture. In 2021 Brittany was recognized by the American Motorcyclist

Association for pioneering a new industry in Motorsport and awarded the prestigious Bessie Stringfield Award. She is also the Baltimore 2021 Technologist of Year, Echoing Green Fellow, OSI Baltimore Fellow, 2020 TED Fellow, Baltimore 40 Under 40, and 2020 MD Leading Women. In 2020 she was hand selected by Mayor Brandon Scott to serve on his transition team.

**By building a dedicated space, B-360 is creating the following opportunities for impact:**

- 1 Create better pathways in STEM/careers with local talent.** Baltimore has over 120,000 mid-level STEM careers that don't require a degree which could create generational wealth and stabilize low income Black and Brown families. Unfortunately, corporations across the city have not found ways to connect with local talent. B-360 is creating a new pathway into STEM careers by reinforcing the existing innate talent of our riders and connecting them to careers in mechanics, engineering, and education.
- 2 Programmatic solutions to non-violent offenses and direct investment into Black communities.** \$300M in MD tax payers' dollars are spent annually policing Black neighborhoods in Baltimore which account for one-third of all inmates between the ages of 16-24. Through programming, not policing, B-360 can accomplish the same goals as public safety officials: 1) decreasing arrest rates and 2) decreasing the amount of marginalized Baltimore residents in the criminal justice system. We just use more sustainable and impactful methods to achieve them.

- 3 The need for recognition of stunt riding as a sport and diversify the motorsports industry.** By building a dirt bike campus and engaging with partners like RedBull and Microsoft, we will transform Baltimore into a STEM and tech hub and event destination for our style of dirt bike riding. This will bring tourism dollars and revitalize the city in a new and innovative way. The motorsports industry is \$32B but people of color are vastly underrepresented, especially those that use our style of riding. Funds to support the campus will allow us to reshape the industry and create events that create economic development.

# OUR IMPACT

Since its launch in 2017, B-360 has already had a big impact on the greater Baltimore community in the areas of STEM and workforce development, economic impact and stability and public safety and reduced incarceration rates. Here is a brief snapshot of the impact B-360 has made on Baltimore's Black community:

**9,000+**

youth under  
age 16 served.

**\$2.8 million**

in taxpayer dollars saved by  
employing 36 former street  
riders at risk of incarceration  
with B-360.

**70%**

decrease in riders in  
traffic.

All **9,000+** participants required to wear  
**protective gear while riding in safe  
environments** as opposed to engaging  
in illegal street riding.

Redirected **47 adults** from incarceration  
into **programming, safe spaces and  
workforce development** through our  
Diversion Program in partnership with the  
Maryland State's Attorney's Office.

**45%**

improvement among  
participants on Maryland  
standardized testing.

**\$233 million**

in state funding/taxpayer dollars  
saved annually by preventing the  
incarceration of 8,000+ youths  
previously involved with illegal  
street riding by engaging them in  
B-360 programming.

**80%** of participants **did not show  
interest** in STEM fields upon  
joining B-360 programming.

**91%** wanted to **continue  
learning about STEM fields**  
after participating.

## KEY PARTNERSHIPS

### Government:

Baltimore Department of Recreation & Parks  
ARPA  
MONSE  
Enoch Pratt Library  
Office of Senator Cardin  
Office of Senator Van Hollen  
Baltimore City Public Schools  
Baltimore City State's Attorney Office

### Corporate:

Microsoft  
Redbull  
BGE/Exelon/ Constellation Energy  
Bell Helmets  
Downtown Locker Room (DTLR)  
Brown Advisory  
American Motorcyclist Association  
T. Rowe Price  
Leaders of A Beautiful Struggle

### Nonprofit & Philanthropic:

Community Law In Action  
Annie E Casey Foundation  
Fund for New Leadership  
T. Rowe Price Foundation  
Jobs Opportunities Task Force  
Baltimore Corps  
Abell Foundation  
West Baltimore Renaissance  
Teach For America  
1954 Ventures  
Goldseker Foundation  
Blaustein Family Philanthropies  
Johns Hopkins  
Bloomberg Philanthropies  
Start Small Foundation  
Weinberg Family Foundation  
Community Law In Action  
The NBA Foundation  
Family League  
Baltimore's Promise

### As seen in:

- [TED](#)
- [The Today Show](#)
- [The Kelly Clarkson Show](#)
- [NPR](#)
- [The Washington Post](#)
- [Shondaland](#)
- [Redbull](#)
- [NBC](#)
- [CBS](#)
- [Forbes](#)
- [Teen Vogue](#)
- [Vice](#)
- [Free Think](#)
- [Steve Harvey TV](#)

Check out all notable press [here](#).



# THE NEED

Baltimore represents only **9.9%** of the total populations of **Maryland**, yet inmates from Baltimore account for **one third** of all **Maryland** prisoners.

Baltimore City Districts 6 and 7 have the **most dirt bike rider arrests per capita** in the country and **the highest incarceration rates in the state of Maryland**.

Maryland spends over **\$13 million** annually on incarceration.

There is currently **no dedicated space for riders** that fosters safety, education, and workforce development.

In 2017, Associated Black Charities identified over

**120,000 STEM jobs**

in Baltimore that didn't require a 4-year degree; B-360 training is **a new pipeline for systemic change** for Baltimore.

Legislation like HB077 and Article 19 continues to be proposed that criminalizes dirt bike riding yet **ignores proven programmatic solutions**.

## OUR STRATEGY

B-360 uses intervention strategies at the intersection of workforce development and STEM education to provide an alternative life path for youth and young adults. We work with community organizations, public and private institutions, and corporate partners to support our work.







Main Atrium

# The Vision:

# **THE B-360 CAMPUS**

## An Investment in the Future of Baltimore



Observation Deck

*"The B-360 campus will be safe space for riders and learners to gain experience in STEM and recreation while celebrating joy and ingenuity!"*

- Brittany Young

Founder of B-360





As B-360 programming sees success and strategic growth, the need for a home campus is evident. As the country emerges from a global pandemic and its devastating economic impact, B-360's programming supporting economic justice in Baltimore's Black communities and beyond will be even more vital to the Baltimore community.

Within the next two years, B-360 envisions building a campus accessible to the Baltimore street riding community complete with mobile classroom, dirt bike track, and facilities to house B-360's educational and community programming right in the middle of the action. The proximity of B-360 programming to a safe, accessible and rider-approved dirt bike track is imperative to successful engagement with the youth and young adults B-360 aims to serve.



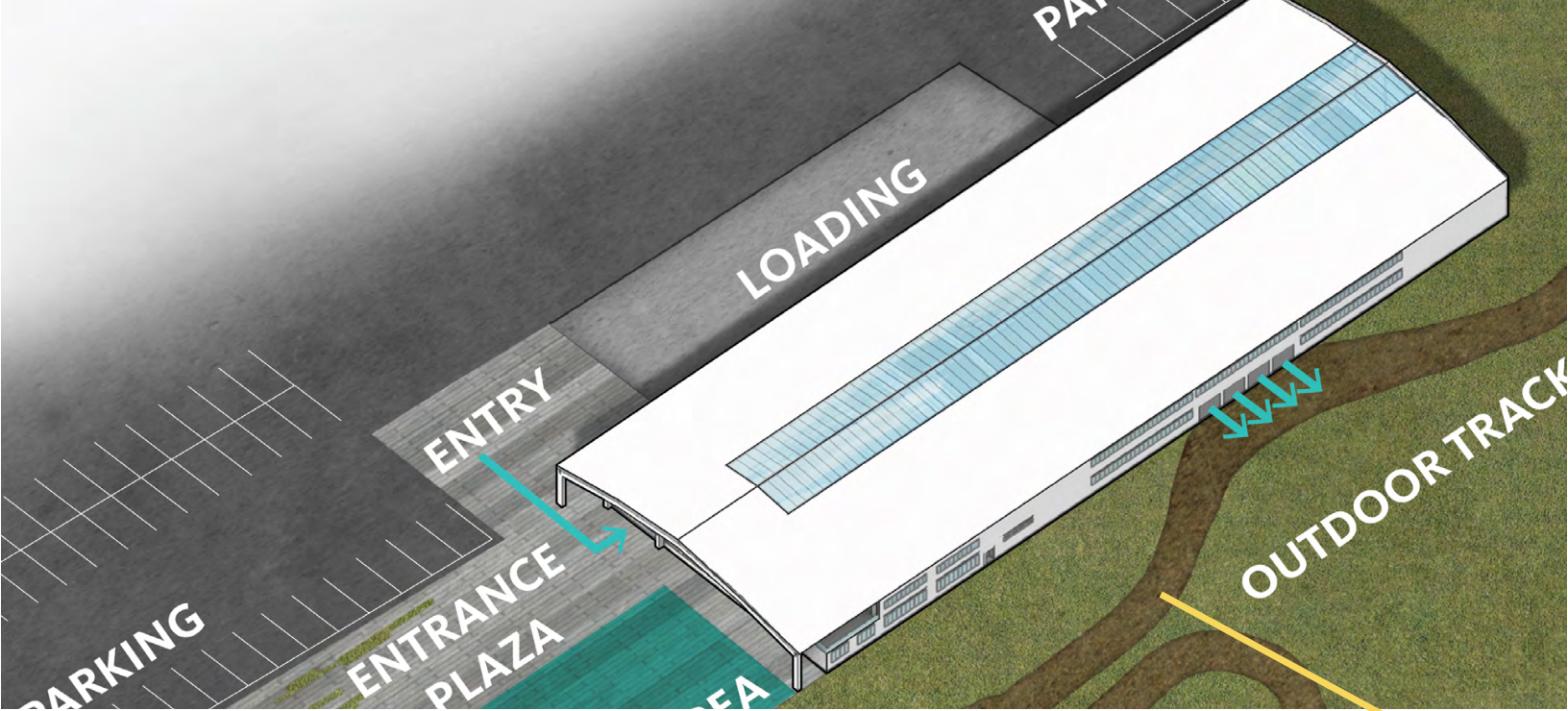
Autobody Shop

During preliminary planning, B-360 and the project advisory committee have identified four site selection options for this project:



Community Space

- 1 Purchase a privately-owned property to transform into a new campus
- 2 Purchase a decommissioned publicly-owned property to transform into a new campus and to be run independent of any public agency
- 3 Enter into an agreement with a public agency to lease a public property where B-360 can independently build and operate a new campus at the site
- 4 Enter a public/private partnership to operate a public site relating to community street riding, while also building a space for B-360 programming at the same location



## Our vision for the space outlines these key components:

1

**Classrooms and Tech Lab:** The classrooms and STEM/tech lab will be an educational and learning hub for STEM education, workforce development training, and collaboration with Community-Based Organizations (CBOs) serving Baltimore's marginalized communities.

2

**Community Space:** A gathering space to host events, community activities, lectures, and other open use. This space will be available for use by community partners and for rental use.

3

**Makers and Retail Space:** A space to highlight Baltimore makers, the retail store will feature B-360 branded safety and riding gear, clothing, and other dirt-bike themed items.

4

**Indoor Riding Track:** The indoor track will allow our riders to have year-round access to a space for recreation and learning. This space will also serve as a hub for corporate-sponsored events, dirt bike riding exhibitions, and other opportunities for paid, revenue-generating events.

5

**Outdoor Riding Track:** The outdoor track will pay homage to Baltimore's style of riding and will feature a multi-terrain track, obstacle course, and straight aways.





# PROJECT COMMITTEE

**Brittany Young, Chair**  
B360 Founder and CEO

**Talib Horne**  
Annie E. Casey Foundation  
& Baltimore Capital Planning Committee

**Shawn Gunaratne**  
Baltimore Development Corporation

**Bryan Alston**  
State Circle Strategies

**Rashad Staton**  
Baltimore City Schools  
Youth Engagement Specialist

**Michael Collins**  
State's Attorney's Office

**Monique Boyd**  
Job Opportunities Task Force

**Darius Glover**  
Professional Dirt Bike Rider,  
Live & Learn Foundation

**Nicole Mundell**  
Out for Justice

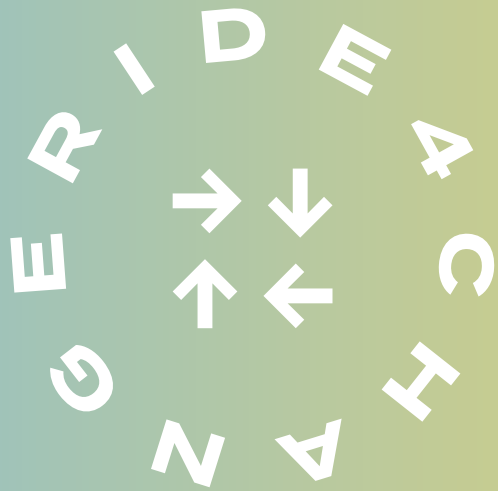
**Dayvon Love**  
Leaders for a Beautiful Struggle

**Fagan Harris**  
Baltimore Corps

**Maddy Stokes**  
Johns Hopkins University  
Technology Center

**Aaron Maybin**  
Artist, Activist, Author & Former  
Football Player

**Monique Brown**  
Lieutenant Colonel, BPD.



[Ride4Change.org](http://Ride4Change.org)

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be the revolution





## WHO ARE WE



education • safety • community

B-360 utilizes dirt bike culture to end the cycle of poverty, disrupt the prison pipeline, and build bridges in communities. Through STEM education, community engagement, career preparation, and events, we equip youth and young adults with the skills to secure educational and career opportunities, while changing the negative perception of dirt bike riders.

Donate and follow us as B-360 utilizes dirt bike culture to end the cycle of poverty, disrupt the prison pipeline, and build bridges in communities.



[www.b360baltimore.org](http://www.b360baltimore.org)



be the revolution

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we will be the  
**CHANGE**



[www.b360baltimore.org](http://www.b360baltimore.org)



# DIRT BIKE DIVERSION PROGRAM

Reforming policing and  
building the community  
in Baltimore City.



In Partnership with the  
Baltimore City State's Attorney Office

[www.b360baltimore.org](http://www.b360baltimore.org)