

Program Launched:

August 2008

Sponsor/Management:

Jon Wertjes

Program Employees:

Lynnea Atlas-Ingebretson

Program Manager

Rebecca Gomez

Youth and Safe Routes Ambassador

David Peterson

Research, Development and Campaigns
Ambassador

Mackenzie Turner (part-time)

Higher Education Ambassador

Open Position

Volunteer and Events Ambassador

Partner Organizations:

Alliance for Sustainability

Hennepin County

Metro Transit

Minneapolis Parks and Recreation Board

Minneapolis Health Department

Minneapolis Public Schools

Minneapolis Police Department

St. Paul Smart Trips

Transit for Livable Communities

Transportation Management Organization

University of Minnesota

Year Two Budget:

\$300,000

Use of Funds: staff, product development, programming, printing, training.

Grantors/Contributors:

Federal NTP(Bike/Walk) Funds: \$300K

The Mission:

The Bike Walk Ambassador Program's mission is to increase biking and walking as a part of transportation in Minneapolis and its neighboring communities.

This will be done by providing grassroots Biking and Walking education and outreach, encouraging people to drive less and bike and walk more.

Program Priorities:

- Deliver an effective marketing campaign encouraging biking and walking;
- Promote a culture of courtesy, acceptance and safety for all modes: motorists, bicyclists, and pedestrians;
- Build a program with long-term committed Steering Committee members;
- Foster a social norm where walking and biking are part of everyday routines;
- Work with community leaders to frame program strategies, build community-based partnerships, and work with volunteers;
- Leverage existing Governmental and Community efforts to maximize results; and
- Create a program with clear and measurable outcomes, as well as a built-in evaluation that fulfills the grants intent.

Target Audiences: This program must provide education and outreach to the program area of Minneapolis and its adjoining communities as a whole with special attention to the following target audiences utilizing culturally competent and relevant messaging and programming:

- People who currently live in, work in, and frequent bikeable walkable communities
- Recreational bikers and walkers
- Communities of color
- Immigrant communities

Year One: The program started its year in March of 2008 with the hiring of the program manager who then hired the Ambassadors in May 2008. The first six months included researching best practices, defining benchmarks, developing programs, launching the program, and proving outreach at events. To guide our work the steering committee which initiated the program reconvened for quarterly meetings and expanded to support the program staff's integration into efforts in the community. To create broad ownership of the program goals and strategies program area sub-committees and sub-work plans have been developed for youth outreach and work and worship campaigns. Ambassadors conducted research on best practices and relevant studies to inform these sub-work plans.

Through this research The Bike Walk Ambassador program in the spirit of leveraging existing efforts and maximizing results employs these methods:

- Researched based programming and assessment;
- Social marketing techniques to shift behavior and remove barriers;
- Experiential activities to build skill and confidence biking and walking; and
- Culturally relevant and competent resources and models developed with local organizations, agencies, and communities.

Since March 2008 ambassadors have been at community events providing route finding for cyclists, information for pedestrians on walk-ability, and providing presentation on biking and walking as transportation. Some of the events we have worked at are: Earth Day, Living Green Expo, Eco Experience @ State Fair, St. Paul Classic and Minneapolis Bike Tour, Ambassador Program Launch, a number of school events and safety weeks and workplace "lunch and learn" events, Hennepin County Bike Workshop, various conference mobile workshops, and focus groups in the African American Community.

Key Accomplishments:

- Developed program workplan, sub-workplans, and research summaries and annotated bibliographies and have implemented nearly 95% of year one benchmarks identified in the comprehensive workplan.
- Provided several League of American Bicyclist Road I training and Instructor Certification Trainings for 48 people including volunteers, program and partners and Step-up interns. Resulting in a 300% increase in the number of instructors in Minnesota.
- Participated in, developed materials for, and/or supported in over 250 events, meetings, or workshops promoting, educating, and connecting with communities in the program area (78% of which were in Minneapolis).

Communications and Public Relations: *The Ambassadors have partnered with The City of Minneapolis Communications department and Transit for Livable Communities to promote the message of biking and walking as a part of transportation via press releases, interviews, and promotional materials. The energy and interest in biking has been astronomical. Ambassadors have:*

- *Partnered on 8 press releases,*
- *Participated in 5 on screen interviews and promotional stories, and*
- *Contributed to 8 television, internet, and radio stories.*

The program staff looked forward to partnering with Transit for Livable Communities' Bike Walk Twin Cities P.R. consultants who were hired to develop a promotional campaign plan and materials. The direction of this work shifted to focus on outreach to elected official and government staff and a graphic designer to assist with the materials that our program has generated. These materials include:

- *Brochures promoting the benefits of biking and walking as a part of transit,*
- *Walking/biking maps of the St. Anthony and Historic Main Street area, downtown Minneapolis, Seward, Macalester College, North East Central and Lowry area, and South High Hi-lake area.*
- *A Biking and walking map along with destination and trip ideas for cyclist and pedestrians of central Minneapolis provided at the 2008 Republic National Convention in conjunction with the bike share.*
- *Program brochures for school, workplace, and place of worship outreach*
- *Bike and pedestrian safety and family educational materials.*
- *Various power point presentations for biking and walking as transportation and customized safety flyers*

Lessons Learned:

Year one had several unexpected events and lessons for the program.

- *The program draws requests and gathers information and resources from other Minnesota communities as well as from around the nation from those who are looking to us as leaders and a resource to their local efforts.*
- *The most common requested resource is a map (bike or walk). Many communities have bike and walking maps they make available to its citizens that include safety, educational, and promotional information. Locally we discovered that this can be costly due to the great number of shared facilities, requiring a lot of agency time to produce. We have been working with our partners and researchers at the University of Minnesota who have developed new web-based software that can greatly reduce the cost of generating such resources as well as provide an online route finding resource for cyclist and potentially pedestrians. As a result of our organizing this project is underway and nearing completion find out more about cycle-plan and the route finding at www.cyclopath.org.*
- *The program being a part of the City of Minneapolis, Public Works department, and its staff leads to many great connections between existing city services and the public as well as some learning opportunities for staff, citizens and employees. The program staff interacts with the public on a regular basis and is often asked to address broader issues. These experiences have lead to intra and inter department outreach and partnerships with public works, 311, H.R. training, Step-up staff, and very significant partnerships with Minneapolis Department of Health and Family Services and the Minneapolis Police Departments. This is an important aspect of our success and the project as a whole and is a surprising element of a successful program housed within a city.*

Year Two Outlook:

In year two we have shifted our focus from developing programs and materials to pushing outreach and educational programming.

Year two programming in addition to working with youth and the target audiences will see effort's include enforcement programming and celebrations for the opening of funded Bike Walk infrastructure and operational projects.

Building on the work of year one, some outcomes we look forward to in 2009 are:

- *Promotional materials;*
- *Implementing workplace campaigns and providing to partners who work with workplaces;*
- *Working with places of worship in target areas and particularly communities of color and immigrant communities to incorporate events that inform members on the benefits of biking and walking;*
- *Partnering with Minneapolis Police Department, Minneapolis Park and Recreation Board Police, and other area law enforcement agency to develop enforcement resources and programming;*
- *Coordinating Safe Routes and youth education and outreach with Minneapolis Public Schools and area youth organizations and other interested school districts;*
- *Partnering with the Minneapolis Department of Health and Family Support on the State Health Improvement program (SHIP) Bike Walk Workplace Award program and other related interventions;*
- *Partnering with the Minneapolis Department of Health and Family Support on Federal ARRA stimulus grant application and programming;*
- *Partnering with Hennepin County Active Living communities to provide workshops and educational outreach;*
- *Conducting a community campaign with a partner agency; and*
- *Implementing youth education and outreach in 10 schools and 4 parks in the program Target areas.*

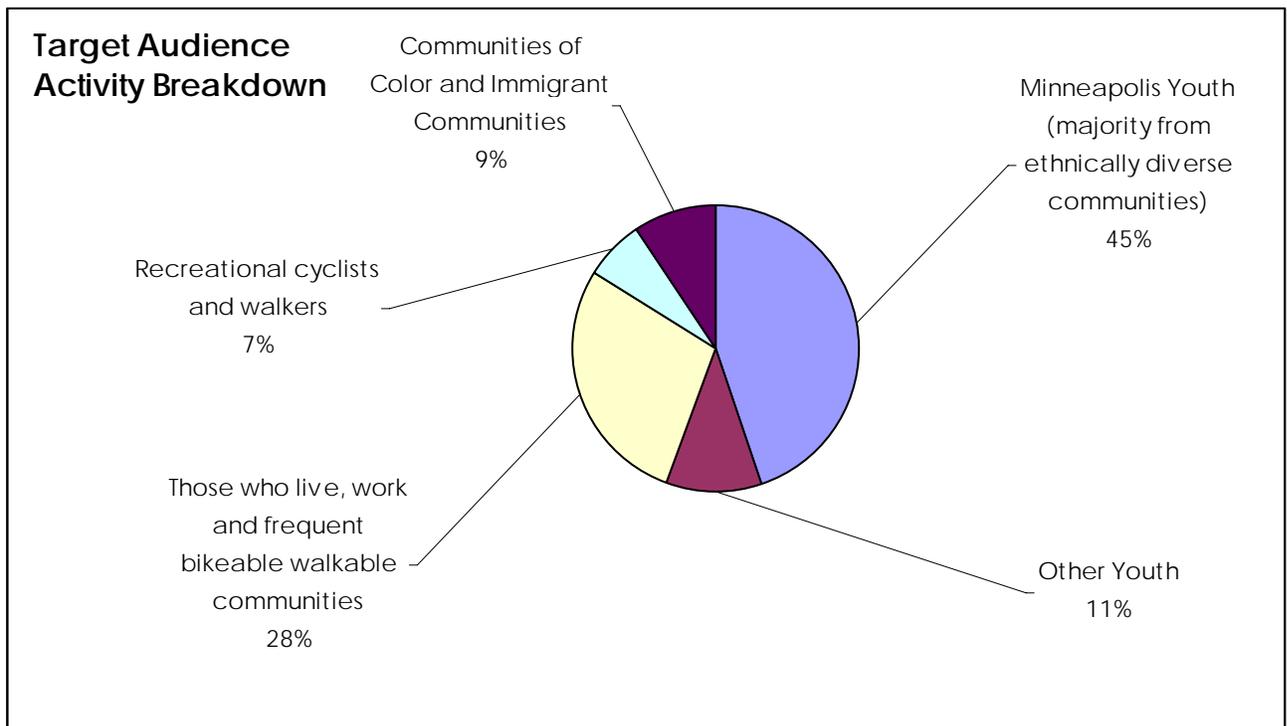
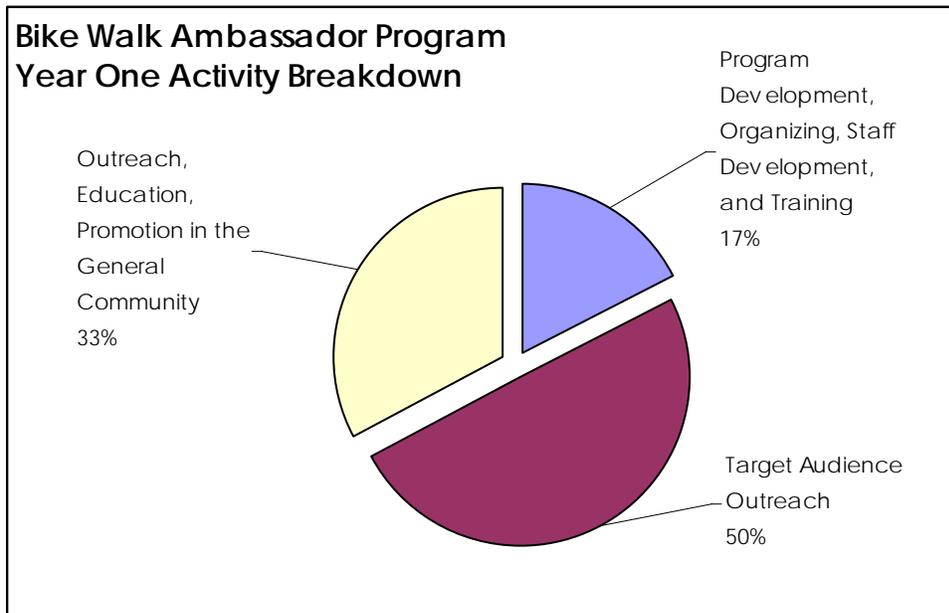
Year Three Outlook:

In year three we will be continue outreach and educational programming efforts as well as evaluation, presentation, and implementation of sustainment efforts. The following are the goal activities for 2010:

- *Continue to open and promote project openings as well as educational courses;*
 - *Conduct evaluation with Bike Walk Twin Cities and other partner agencies;*
 - *Implement plan and transition for continuing efforts;*
 - *Encouraging Spring, Summer, and Fall all season long with Bike Walk day like events ongoing;*
 - *A community marketing project in partnership with agency partners*
-

Year One Program Activities Summary:

- o 143 activities, meeting, events and presentations.
- o 522.5 hours the ambassadors spent with the public.
- o 9915 interactions with participants
- o 25 events we attended by youth ambassadors
- o 50 volunteers attended events
- o 5439.5 contact hours direct education, safety, presentation contact hours



Where to Find Us:

The Bike Walk Ambassador program is located at 1001 2nd street South Room 116, Minneapolis, MN 55413 in the Leamington Parking Ramp. **The mailing address is** 350 South 5th Street, Room 233, Minneapolis Mn 55415.

Our Contact Information:

Lynnea Atlas-Ingebretson,

Program Manager

Cell/voicemail 612.275.5693

Office 612-333-3410

lynnea.ai@ci.minneapolis.mn.us

Rebecca Gomez,

Youth and Safe Routes Program

Cell/voicemail 612-221-8255 Office 612-333-3410

rebecca.gomez@ci.minneapolis.mn.us

Unfilled Position- Event and Volunteer Coordinator

David Peterson,

Research & Development and Campaigns

Cell/voicemail 612-369-7155 Office 612-333-3410

david.peterson@ci.minneapolis.mn.us

Mackenzie Turner,

Higher Education

Cell/voicemail 612.281.7967 Office 612-333-3410

mackenzie.turner@ci.minneapolis.mn.us