



## Request for City Council Committee Action From the Department of Public Works

**Date:** July 15, 2008

**To:** Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee

**Referral:** None

**Subject:** **Bike Walk Ambassador Program and Staff Update**

**Recommendation:**  
Receive and File

**Previous Directives:**

- April 18, 2006 – Project Status Update
- August 4, 2006 – Authorized original TLC grant agreements and appropriations
- April 3, 2007 – Authorize acceptance of two NTP direct grant awards
- March 9, 2007 – Approved the city’s ranking criteria for NTP applications
- February 13, 2007 – Project Status Update
- January 26, 2007 – Authorized Amendment #1 to TLC grant agreements

**Prepared by:** Lynnea Atlas-Ingebretson, Bike Walk Ambassador Program Manager  
612.275.5693

**Approved by:**

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Steven A. Kotke, P.E., City Engineer, Director of Public Works

**Presenters:** Lynnea Atlas-Ingebretson

**Reviews**

Permanent Review Committee (PRC):	Approval	NA	Date
Civil Rights Affirmative Action Plan	Approval	NA	Date
Policy Review Group (PRG):	Approval	NA	Date

**Financial Impact** (Check those that apply)

- No financial impact - or - Action is within current department budget (If checked, go directly to Background/Supporting Information)
- Action requires an appropriation increase to the Capital Budget
- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Business Plan:  Action is within the plan.  Action requires a change to plan.
- Other financial impact (Explain):
- Request provided to department’s Finance Dept. contact when provided to the Committee Coordinator

## Community Impact

Neighborhood Notification: Not Applicable

City Goals: A SAFE PLACE TO CALL HOME: the city's infrastructure will be well-maintained, people will feel safe in the city.

Comprehensive Plan: Not Applicable

Zoning Code: Not Applicable

## Background/Supporting Information

### The Bike Walk Ambassador Program



(Left to Right) Lynnea Atlas-Ingebretson (Program Manager Ambassador), Shanai Matteson (Events/Volunteer Coordinator Ambassador) David Peterson (Research Development and Campaigns Ambassador), and Rebecca Gomez (Youth Coordinator Ambassador, and Mayor R.T. Rybak at Great Commuter Challenge in May of 2008

## Program History

The Bike Walk Ambassador Program was started on March 1, 2008 through the direct award from the federal Non-Motorized Transportation Program. We are here to support and foster a bikeable, walkable, and connected Minneapolis. The Program Manager was hired at the end of February and started conducting the hiring process for the three Ambassadors right away. The Ambassadors were hired and started May 1, 2008.

The Ambassador program includes three 0.8 FTE ambassadors, four 0.5 FTE youth ambassadors (who started on June 16<sup>th</sup>), and one 1.0 FTE program manger. Each ambassador will provide outreach and education to the public and is in charge of specific program areas outlined below. The youth ambassadors are working this summer to develop a peer based youth program and marketing campaign.

**Lynnea Atlas-Ingebretson**, a native of Minnesota, is the **Program Manager** and has a background in program and leadership development. In the Fall of 2007 Lynnea moved back from Denver, Colorado where for 5 years she worked for the Auraria Campus (the largest urban commuting campus in the nation) as coordinator for the Office of Institutional Diversity for Metro State College of Denver and Coordinator for the Adventure Leadership Program.

**Shanai Matteson**, also a native of Minnesota, is the **Event and Volunteer Coordinator Ambassador**. She comes to the City of Minneapolis from the Bell Museum at the University of Minnesota. At the Bell Shanai started innovative programming increasing participation at the Bell and bringing the museum into the communities through great events like “the Bike in at the Bell” and “Café Scientific.” Shanai will be coordinating our events and volunteer programs.

**David Peterson**, a native of Iowa, is the **Research, Development, and Campaigns Ambassador**. He has a diverse background in anthropology and religion and an advance degree in urban planning. He comes to the City of Minneapolis from California where he was working with using GIS data to map recreational uses and determine impacts of infrastructure changes on communities. David also brings experiences in many cultures around the globe. David will be working on developing materials and models to support bike walk campaigns and our programming based on sound research and best practices.

**Rebecca Gomez** is a native of Illinois and is the **Youth Coordinator Ambassador**. She has worked for the Minneapolis Public Schools for 6 years as a community education coordinator developing after-school programming at elementary and middle schools in both North and South Minneapolis. She is bilingual speaking both English and Spanish. Rebecca brings experience and relationships with our MPLS School partners, families, and nonprofits. She is knowledgeable in youth development and peer mentoring programs which are vital aspects of our Youth Ambassador Program development.

In addition, there are four **Youth Ambassadors** working with the Bike Walk Ambassador Program this summer:

- **Christopher Keomaniphone** will be a junior at Patrick Henry high school in the engineering program and lives in the Cleveland neighborhood of North Minneapolis.
- **Tasha Holifield** a senior at South West high school in the International Baccalaureate program and lives in the Lynnhurst neighborhood of South West Minneapolis.
- **Stevell Krone** a senior at North high school in the Suma-tech program and lives in the Near North neighborhood of North Minneapolis.
- **Grecia Dominguez** will be a senior at Washburn high school in the International Studies program and lives in the King Field neighborhood of South Minneapolis.

### **The Bike Walk Ambassador Program Mission, Strategies, and Activities**

It is the mission of the Bike Walk Ambassador program to “increase biking and walking as a part of transportation in Minneapolis and its neighboring communities.” The Bike Walk Ambassador Program is funded to support the city of Minneapolis and the bordering communities including the Falcon Heights (St. Paul Campus of the University of Minnesota).

The ambassadors will accomplish this mission by providing grassroots education and outreach encouraging people to bike and walk more and drive less.

#### Bike Walk Education includes:

- Providing safety and proficiency training for adults and youth;
- Supporting Safe Routes to School with Youth Ambassadors and youth designed promotional messages;
- Developing trainings for communities of color and new immigrants utilizing best practices and culturally competent programming;
- Assisting work place, worship, and organizational Bike Walk campaigns with program resources and presentations;
- Trainings designed for various sub-cultural segments of the biking, walking and motorist population to improve sharing of the road, trails and sidewalks.

#### Bike Walk Outreach includes:

- Providing information about infrastructure and operational improvements within the program area;

- Promoting the ideas of the various trips that can be taken by bike, foot, or in combination with transit;
- Developing a pool of trained volunteer ambassadors who can provide education and outreach at Bike Walk Ambassador events and in their own communities, organizations, and businesses;
- Presenting the quality of life and societal benefits of biking and walking for Minneapolis and all its citizens through promotional: maps, online tools, print materials, and events; and
- Leveraging existing government, business, and community resources by partnering with those agencies and organizations with related goals to bring value added and sustainable programming.

**Program Activities to date:**

- Comprehensive work-plan has been updated;
- Benchmarks have been drafted and will be finalized July 2008;
- Program area sub-work plans have been drafted by each ambassador for their program area and will be finalized July 2008;
- Youth Ambassador Program has been started and is being developed by 4 Step-up interns and the Youth Ambassador Coordinator.
- Ambassadors and Program Manager have participated with over 15 events and interacted with over 500 citizens.
- Program website has been launched at [www.bikewalktwincities.org](http://www.bikewalktwincities.org) where you can request an ambassador or sign-up to be a Volunteer Ambassador.

**Contact information:**

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

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