



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

Date: January 19, 2010
To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Subject: **Bike Walk Ambassador Program Update**

Recommendation:
Receive and File

Previous Directives:

- April 18, 2006 – Project Status Update
- August 4, 2006 – Authorized original 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 grant agreements
- July 15, 2008 – Receive and File Program and Staff Update

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

Approved by:

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

No financial impact

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

Program History

The Bike Walk Ambassador Program was started on March 1, 2008 and launched on August 17th, 2008. This program is funded 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 staff was hired between February and May of 2008.

The current Ambassador program includes:

- 6-7 seasonal youth ambassadors
- 1- 0.5 FTE Higher Education Ambassador
- 1- 0.8 FTE Youth and Safe Routes Ambassador
- 2- 1.0 FTE for the Program Manager and Research Campaigns/Development Ambassador
- 1- 1.0 FTE unfilled position Event and Volunteer Coordinator Position
- 50 volunteers and bike education instructors.

Each ambassador provides outreach and education to the public and is in charge of a specific program area (see Program Outline attachment). All Staff are certified League of American Bicyclist Instructors (with exception of youth Ambassadors).



Lynnea Atlas-Ingebretson,
Program Manager

Rebecca Gomez,
Youth and Safe
Coordinator
Ambassador

David Peterson
Research,
Development, and
Campaigns
Ambassador

Mackenzie
Turner,
Higher
Education
Ambassador

Youth
Ambassadors

Some of our great volunteers!

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 an 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.
- Connecting communities and partners with each other and resources to accomplish active transportation goals.

Attachments:

- Program Outline: Programming, Staffing, Supporting Documents & Activities
- Bike Walk Ambassador Program Summary
- Encouragement Program Area Map