



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

**Date:** July 26, 2011  
**To:** Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee  
**Referral:** Honorable Betsy Hodges, Chair Ways & Means/Budget Committee  
**Subject:** **Bike Walk Ambassador Program - Contract Amendment**

### Recommendation:

Authorize the proper city officials amend Contract C-25183 by \$100,000 to the Bike Walk Ambassador Program and extend the date to November 30, 2011. Increase the grant project (01300-9010943-G3901AMBYR3) to be reimbursed from the Minneapolis Bike Walk Ambassador Program (SP141-091-03) revenue source 01300-9010943-321900).

Funding for the extension is being provided by the Non-motorized Transportation Project Program.

### Previous Directives:

- October 5, 2007 Authorization to accept NTP federal grant for Bike Walk Ambassador Program
- July 15, 2008 Bike Walk Ambassador Program and staff update
- January 29, 2010 Bike Walk Ambassador Program Update

**Prepared by:** Rebecca Gomez, Bike Walk Ambassador 612.333.3410

### Approved by:

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

**Presenters:** Jon Wertjes and Bike Walk Ambassador Staff

### Financial Impact

Action is within current department budget

### 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.
- LIVABLE COMMUNITIES, HEALTHY LIVES: Active lifestyles: walkable, bikeable, swimmable
- MANY PEOPLE, ONE MINNEAPOLIS: Family-friendly opportunities and amenities abound
- ECO-FOCUSED: Clean, renewable energy sources successfully integrated. Use less energy, produce less waste
- A CITY THAT WORKS: Infrastructure — streets, bridges, sidewalks, sewers, bike lanes & paths — well-managed and maintained

Comprehensive Plan: Not Applicable

Zoning Code: Not Applicable

## Supporting Information

### The Bike Walk Ambassador Program

#### Program History

Over the past three years the Bike Walk Ambassador Program has focused our work on youth programming and curriculum development, technical assistance to area schools, Safe Routes to School, engaging higher education, workplace outreach, public health issues, and customized outreach and education to communities traditionally underrepresented in bicycling and walking.

After consideration and discussion, the Bike Walk Ambassador Program Steering Committee recommended that the Year 3 program be more focused. Not only focusing the remaining time and programming in Minneapolis, the committee recommended continued work with schools, the 2011 Non-Motorized Transportation Pilot Project openings, and targeted outreach to engage communities of color. Additionally, a strategic planning effort will be conducted to identify and examine models that would allow a Bike Walk Ambassador Program to sustainably continue for a future five-year time frame.

The Ambassador Program includes three 0.8 FTE ambassadors and two 0.5 FTE undergraduate student interns.

#### **Year 3 highlights to date (July 1, 2010 - June 30, 2011):**

- Training and Outreach in the Latino Community – The Ambassador Program contracted with Comidades Latinas Unidas en Servicio (CLUES), a non-profit health and community outreach organization in South Minneapolis, to provide bicycle and pedestrian training for 17 Community Health Workers (CHWs). The CHWs used the training to conduct four community events in fall 2010, reaching more than 1,300 individuals from the Latino community.
- Outreach in the African American Community - Completion of a presentation and video geared to promote biking and walking in the Minneapolis African American Community
- Women's Bicycling Outreach – Conducted a successful series of classes and rides for women only in August-October 2010 and again in June 2011 that connected with more than 100 people
- Safe Routes to Schools education at all Minneapolis elementary schools through a district expansion of its transportation safety curriculum
- Bike Walk Week – The Ambassador Program partnered with Bike Walk Twin Cities, the regional Transportation Management Organizations, and others to plan and implement spring, fall and winter Bike Walk Weeks. More than 7,000 people registered in June 2010 and 9,607 in June 2011. Forty-one schools participated in fall Bike Walk Week 2010, with 6,300 reported participants.
- Higher Education – The Ambassador Program has facilitated the creation of the University of Minnesota Bicycle Plan for the Twin Cities Campus, helped with day-to-day support for the campus bicycle and pedestrian planning, and supported the University bicycle committee.
- Project Openings – The Ambassador Program has started working closely with City of Minneapolis project managers to coordinate project openings for new bicycle and pedestrian projects, including both NTP and non-NTP funded projects. Two projects have been completed and celebrated thus far; the River Lake Greenway and the Cedar Lake Trail.

#### **The Bike Walk Ambassador Program Year 3 Extension Goals (July-November 2011)**

This award includes \$100,000 for extension funding (July 2011 - November 2011). The extension funds will sustain the program through November 30, 2011 and allow the Bike Walk Ambassador Program to hire a consultant to develop a Strategic Plan. The intent of the Strategic Plan is to recommend future programming and funding options for the Bike Walk Ambassador Program.

##### I. Worksite Outreach

- 10 employer outreach events at workplaces outside of Downtown Minneapolis.
- Commercial Driver, Bicycle & Pedestrian Awareness Tool.

##### II. Youth Education

- 10 youth bike walk education events conducted at Minneapolis schools or parks.

- Support the implementation of the newly adopted Transportation Safety Curriculum with Minneapolis Public Schools
- Participate at the 2011 National Safe Routes to School Conference, August 16<sup>th</sup>-18<sup>th</sup> at the Minneapolis Convention Center.

### III. Higher Education Outreach

- 2 Bike Collectives created: University of Minnesota & Augsburg.
- Transportation Safety Campaign at the University of Minnesota
- University of Minnesota Twin Cities Campus Bicycle Plan

### IV. Underrepresented Communities

- Outreach to the African American Community through events and presentations in the Hawthorne and Jordan neighborhoods.
- Distribute outreach presentation and video among African American community partners and leaders.
- 2 bike walk outreach events conducted in the Cedar Riverside area. We will explore the potential for additional events.
  - 1 women's event
  - 1 youth event
- Re-offer the previously successful Women's Fall Series, and add a new twist on walking in addition to bicycling.

### V. NTP Project Openings (anticipated)

- August
  - Franklin Avenue E
  - 1st Avenue & Blaisdell Avenue
  - Plymouth/8th Ave
  - Como Avenue SE
  - University of Minnesota Bike Center
  - 10th Avenue SE
  - 19th Avenue S
- September
  - 9th Street N/7th Street N/10th Avenue N
  - 14th/15th/16th Streets
- September/October
  - Bryant Avenue Bicycle Boulevard
  - 5th Street Bicycle Boulevard
  - 22nd Avenue NE
- October
  - Emerson & Fremont

### **Contact information:**

The Bike Walk Ambassador office is located in the Leamington Parking Ramp at 1001 2<sup>nd</sup> Street South, Room 116, Minneapolis, MN 55413. The mailing address is 350 South 5<sup>th</sup> Street, Room 127, Minneapolis MN 55415.

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