



The City of Chicago's Bicycling and Safe Routes Ambassadors

2001-2018 and Beyond

Overview

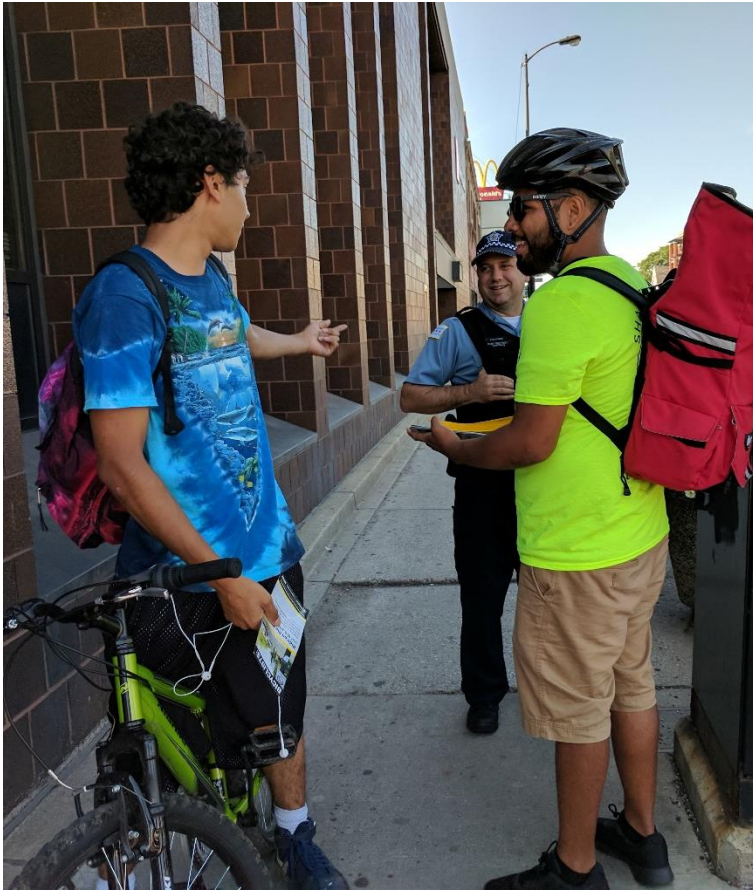
The City of Chicago's Bicycling and Safe Routes Ambassadors are CDOT's education and outreach arm for pedestrian and bike safety education.

Our goal is to encourage more people to bike and walk, and to do it safely, with the Chicago Vision Zero commitment of eliminating traffic crash fatalities and serious injuries by 2026.

General Outreach



Targeted Enforcement



School Outreach



Day Camp Outreach



Learn to Ride



History

- 2001 – Bicycling Ambassadors begin – Educate 10,000 people
- 2005 – Safe Routes Ambassadors begin – contact 5,000 Students
- 2013 – Programs Combine – Reach 73,000 people.
- 2017 – Educated 105,000 people, 617 events.

Outreach to Adults

40-50% of Ambassador outreach is focused on adults. This includes working on the Lakefront Trail, festivals, farmers markets, group rides and bike to work events. In 2013 we reached 38,000 adults.



Enforcement

- Education events coordinated between Chicago Police Districts, CDOT and Aldermen.
- Locations chosen based on crash data and Vision Zero Chicago initiatives, and Aldermanic requests.
- Targets dangerous and illegal behaviors with goal of creating an opportunity for education.



Working in Schools

- Visit 85-100 schools per year; 10,000-12,000 students per school year.
- Ambassadors work with 2nd graders on safe walking; 5th graders on safe biking.
- Ambassadors also perform teacher and parent education for continuing transportation education independently.



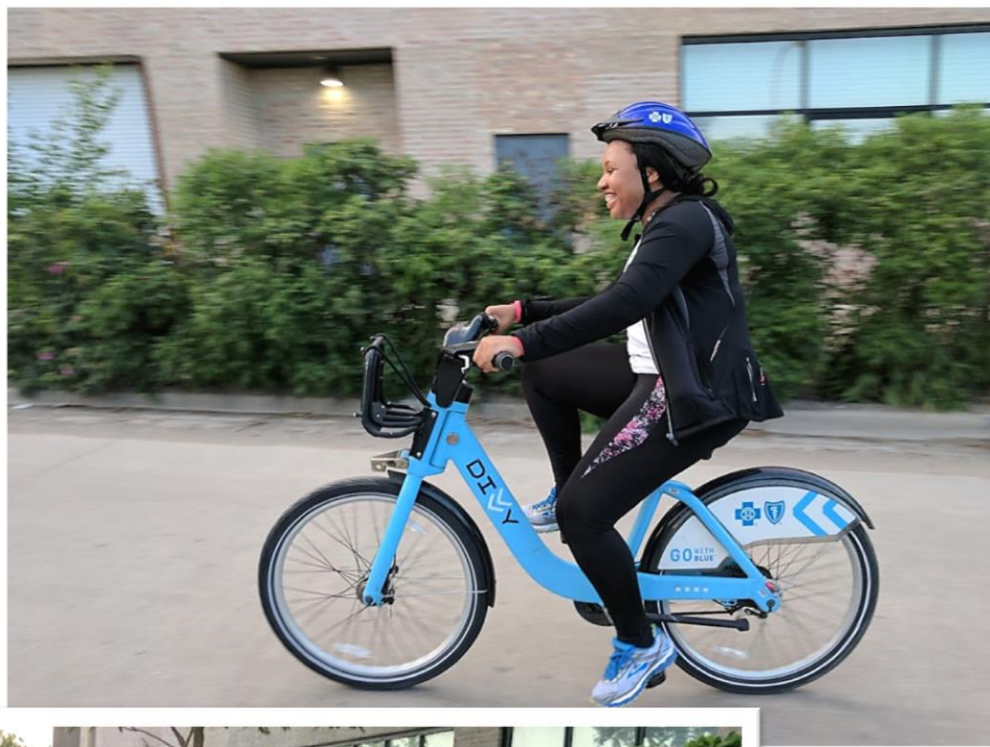
Day Camps

- Junior Ambassador peer-to-peer outreach program began in 2005.
- JA's are paid by the Chicago Park District.
- Ambassadors visit between 130-150 parks each summer and educate between 15,000-20,000 kids (based on enrollment.)



Learn to Ride

- Partnership with Divvy and BCBS Illinois.
- 2016 – Learn to Ride pilot begins and Ambassadors teach 37 adults to ride a bike.
- 2017 – Learn to Ride expands with added lesson dates, teaches 99 adults to ride.
- 2018 – 100% growth expected, capacity to teach 200 students to ride a bike.



“Take the trip you want to take.”

Hiring Ambassadors

- Just because they say they like bikes ≠ they can get people to like bikes.
- Don't ask your ambassadors to do things you wouldn't do.



Planning Events

- Don't do the job for them.
- Your job is to empower people to ride.
- Give people the tools to succeed and then STEP BACK!
- Tip: Don't spend more time helping an event organizer than it takes to complete the event.



Meet people where they are.
Find out what they want before
you try and solve a problem.



Be ready to educate people at any time!

Funding and Sponsors



ACTIVE
TRANSPORTATION
ALLIANCE



**Illinois Department
of Transportation**
Division of Traffic Safety



Moosejaw



**Master
Lock**





The City of Chicago Bicycling and Safe Routes Ambassadors 2018

Stay In Touch



Website

[www.chicagocompletestreets.org/
ambassadors](http://www.chicagocompletestreets.org/ambassadors)

Instagram

@Chicago_Bike_Ambassadors

Facebook

[https://www.facebook.com/
chicagobicyclingambassadors](https://www.facebook.com/chicagobicyclingambassadors)