

**UIUC Bike Ambassador Program:** Bike Ambassadors are bicycling enthusiasts who are working to improve bicycle culture at the University of Illinois Urbana-Champaign. The role of bike ambassadors is to encourage and promote the use of bicycles for transportation, fitness and fun

[New Jersey Ambassadors in Motion 2022 Summary Report](#)

### **Pre-call Notes**

- Do you mind if I take notes of this call to look back at later?
- **The New Jersey Ambassadors in Motion program (NJAIM)** has been administered by the New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC); 2014-2022? or 2020?
- Could you talk about your former ambassador program?
- Biggest successes and biggest challenges?
- Why was it discontinued, and will it be reimplemented?
- Can you explain how this program was funded?
- What are bicycle buses?
- Was NJAIM successful in promoting safe and active transportation?

### **Notes from the call**

- 2008/2010
- Funded for the NJ DOT – fund the BPRC (grant funded) , So NJDOT determined tasks
- Primarily during the summer hire 5-6 grad students (outreach and education) to create a culture of safety
  - Ambassadors are full-time workers in the summer; some people are volunteers but not many
  - Ambassadors time is ~20% ambassador duties and ~80% research for bike and ped center; paid grad student rate (\$19/hr)
- Direct training/ NJDOT does bike training at schools – so bike ambassadors assist with additional training and bike rodeos
- Public library/community center bike safety presentations
- Outreach at busy locations with flyers and pamphlets with safety tips, sent to beach towns – since the ambassadors were statewide, outreach was not university specific
- Based at Rutgers but work is statewide – presentations upon request

- Big event is for international student orientation – tips, rules of the road and LCI training hosted
- Spike and ped and bike deaths – they wanted the program to focus on safety, mode shift and encouraging people to bike; DOT had shift from caring about mode share to caring more about safety
  - Hard to figure out statistics and if you can prove its effective – so funding was hard to justify and later diverted to other projects (ambassador program ended around 2020/2022)
- Ambassadors became recognizable and visible around the community – had shirts and would show up at events – good to have photos and documentation
  - Take photos of the good stuff and the bad stuff – bike lanes and bike parking good and bad

#### Engaging with other organizations

- NJTPA has a street-smart campaign
- Educational signage
- Brain injury alliance also cross promoted ambassadors

#### NJ Ambassador program big successes

- Helps get the word out about the kind of work bc people are out and visible; ambassadors are recognizable – wear shirts, interact with community and other orgs, etc.

#### Bicycle Busses

- Having a skilled bicyclist leads a group ride at a set time – maybe related to orientation with freshman or international students
- Tie into that first week's stuff to help get people more comfortable with biking and rules

#### <https://ipo.rutgers.edu/transportation/biking/rental>

- Bike rental system – enables students to rent a bike for a week or a month, nicer bikes (~\$400) to rent for like 30\$/50 for the semester
  - Rewards you for biking more vs a VEO system where the more you use it the more you pay (though both are useful)

- Can be attractive for international students or graduate students
- The ambassadors were not directly involved with this but helped by fielding questions and helping cyclists, occasionally

<https://www.oonee.us/dock>

- Installed in Jersey City, a self-locking bike rack
- Maybe tie in with having a repair station.
- Convenient when bike ambassadors are traveling around to many locations.
- Looks \$\$\$\$ but cool
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