

## **Post Questionnaire Notes**

### **Bike Library (6/30)**

- **No bike ambassador program**
- **No bike buddy program**
- Matching app that could connect bike buddies around town would be helpful

### **Greater Madison Metropolitan Planning Organization (MPO)/RoundTrip Program (6/30)**

- **No bike ambassador program**
- **CURRENT bike buddy program – Bike Buddies**
  - Has been around for ~10 years but only developed in a fully fleshed out program since February 2025
  - 30 registered bike buddies
  - Online commute matching platform RoundTrip (powered by RideAmigos <https://rideamigos.com/>) helps to match cyclists to other cyclists using “bikepool” matching capabilities. This feature is meant to connect anyone who is looking for someone else to bike commute with and doesn’t differentiate between different levels of experience.
  - Their roundtrip program is “primarily funded by STBG Urban Dollars with a local match provided by area communities”.
  - They plan to implement an annual survey at the end of this year to get demographic information and feedback on the program.

### **The League of American Bicyclists (7/1)**

- **No bike ambassador program**
- **No bike buddy program**

### **Virginia Tech Sustainable Transportation and Hokie Bike Hub (7/1)**

- **HAD a bike ambassador program** (2013-2017) “student run with limited support and only a little interest in programming from campus”.
- **No bike buddy program**

#### **Tufts Bikes (7/1)**

- No bike ambassador program
- No bike buddy program

#### **Boston University (7/1)**

- **No bike ambassador program**
- **No bike buddy program** (I think the bike buddy experience they talk about is from a previous role but I’m not 100% sure)
- - Portland Bureau of Transportation <https://www.portland.gov/TRANSPORTATION> and the Street Trust <https://www.thestreettrust.org/> (formerly the Bicycle Transportation Alliance)
- **Workplace-based bicycle encouragement program experience:**
  - Lots of interest from people with cycling experience who want to be mentors but little interest from the mentee side, also very male heavy
  - **Most successful programs:** laid-back and welcoming mentors, personalized rides> serious mentors with strong cycling preferences.
  - Successful anecdote: mentor who offered to bike to work with people, would bring donuts and some bike tools and offer to meet people at their homes. Mentor would choose a leisurely route and on a day where being a little late would be okay (low-stress situation).
  - Employers also had a map in their cafeteria where bike commuters would mark their homes to encourage people to find people to bike commute within their neighborhoods. Main benefit of this was that it helped to establish a biking culture at the workplace.

## Virginia Tech Sustainable Transportation (7/1)

- No bike ambassador program
- No bike buddy program

## University of Minnesota (btw 7/3-7/7)

- No *formal* bike ambassador program
  - Currently, Minnesota informally uses their biking program interns as bike ambassadors but they want to eventually have a formal bike ambassador program.
- No *formal* bike buddy program
  - Gopher Rideshare platform  
<https://gopherrideshare.umn.edu/public/home.aspx> “has the ability for cyclists to tag themselves as mentors and people looking for bike buddies can see and request them”.

## University of Oregon (7/9)

- **CURRENT bike ambassador program - UO Bike Share Student Ambassadors**
  - Active since 2022
  - 10-30 ambassadors during the academic year
  - UO student who is employed by the Bike Share in Eugene (nonprofit) is involved in recruiting ambassadors, supposedly it's not difficult to find ambassadors.
  - Current students who are interested in becoming ambassadors fill out a form to join the program.
  - The ambassador program is a partnership between UO and the Bike Share program, PeaceHealth Rides <https://peacehealthrides.com/>.
  - “Bike Share is operated by a local nonprofit, and they manage the Bike Share Ambassadors Program. UO Transportation Services provides some funding for this program.”
  - Ambassadors learn how Bike Share works so they can explain how the program works to new users and answer questions.

- Ambassadors attend quarterly meetings to learn about service-learning opportunities, like bike valet events, planting trees by bike, helping with bike education events, and volunteering at bike encouragement events on campus.
- UO transportation services contributes money to pay for Bike Share memberships, helmets, and other bike year for ambassadors.
- Some UO ambassadors involved in the program have gone on to intern/work at regional transportation groups (City of Eugene, Shift Community Cycles, and Safe Routes to School).
- Bike Share ambassadors help to run the Bike Film Festival <https://webikelane.org/filmedbybike2025> by helping with event organizing, marketing, and emceeing.
- **Challenges & Suggestions:** Service-learning opportunities take time to organize. Providing a clear structure for the program helps to keep things organized. It is important to provide a somewhat flexible commitment for student ambassadors.
- **FUTURE bike buddy program -UO Bikes and Friends Commuter Club**
  - Club began in January 2025 but after talking with club members about their interest in becoming a mentor/mentee, but they hope to start up some bike buddy events in Fall 2025.

### **Colorado School of Mines Outdoor Recreation Center (7/9)**

- No bike ambassador program
- No bike buddy program

### **State College Borough (7/11)**

- **CURRENT Bike Ambassador Program - State College Borough Bicycle Ambassador Program**
  - Active since 2012 (13 years!)
  - 5 ambassadors as of July 2025; most current ambassadors are retired folks that live in the community and have time to volunteer; recruiting young ambassadors is a challenge

- Many ambassador roles available – tabling for events, helping with community bike rides and delivering educational presentations
- State College Borough collaborates with Centre Bike (non-profit) and the Centre Region Council of governments for some ambassador events.
- **Training:** Ambassadors receive a member orientation with expectations, initiatives they can help with and *ambassador tiers* - *Silver* have to complete the League of American Bicyclists Smart Cycling Course; *Gold* must complete a League Cycling Instructor training, which allows them to lead community rides
- Ambassadors volunteer at community events, Light up the Night, community bike rides, bike-in movies (community really likes this event), educational presentations, etc.
- Ambassadors have branded T-shirts and tablecloths for tabling events
- **Funding:** Department of Public Works' Sustainability Community Engagement Fund
- **Biggest Successes:** recruiting and retaining members, collaborative events with local orgs and govt, and increasing the Sustainability Division's capacity to engage with a passionate community about biking.
- **Successful events:** Bike-in Movie, Fall-Foliage Community Bike Ride, and Mayor's Bike Ride
- **Biggest Challenges:** Volunteer Coordination and initiative, event outreach and attendance.
- No bike buddy program