



## 2008 Final Report Executive Summary

In 2008, Mayor Daley's Bicycling Ambassadors continued to aid the City of Chicago's push to make Chicago a world-class city for cycling. The Ambassadors are a team of community outreach specialists hired by the city to achieve this aim. The Ambassadors focused their efforts on three primary goals:

1. To increase the number of trips made by bicycle
2. To reduce the number of bicycling-related injuries and fatalities
3. To help cyclists, motorists, and pedestrians better share the roads and off-street trails

This team of specialists is comprised of 8 Bicycling Ambassadors and 10 Junior Ambassadors. The team appeared at events all over the city conducting face-to-face outreach in order to reach as many Chicagoans as possible. Outreach events included public education at libraries, schools, community festivals, athletic competitions, and Chicago Park District Day Camps.

At every event the Ambassador team distributed bike-safety literature to the public that addressed specific safety concerns. This literature focuses on topics such as proper helmet use, bicycling with family, using the bike lanes properly, sharing the road with motorists, and commuting to work.

Mayor Daley's Bicycling Ambassadors had a very successful season with many accomplishments, including:

- Attending 395 events throughout the city; more than any other year of the program
- Directly educating 41,500 people, which doesn't include those contacted by media exposure or indirect education
- Properly fitting 1,800 helmets on adult and youth cyclists
- Launching a new Share the Road initiative to raise awareness of dangerous cyclist and motorist behaviors



Michaelia talks to young cyclists about safe cycling.

# Share the Road Outreach

During the 2008 season, Mayor Daley's Bicycling Ambassadors launched a new outreach initiative called Share the Road. The program targets motorists, pedestrians, and bicyclists by directly and indirectly educating road users about sharing the road more effectively and preventing crashes. The Ambassadors conducted **19 Share the Road events, educating more than 6,500 Chicagoans** through direct, face-to-face conversation.



Ambassadors Jeff and Sarah remind drivers that they must yield to pedestrians in crosswalks during a Share the Road event.

Share the Road events consisted largely of targeted roadside outreach at key high traffic locations. Ambassadors used several methods of outreach to educate the public. These included:

- Stopping cyclists who run traffic lights and stop signs and educating them about bicycle laws
- Crossing intersections with a sign reminding drivers and cyclists to yield to pedestrians in crosswalks
- Stopping cyclists who are riding without a front, white headlight and giving them a new one
- Educating motorists about safe driving around cyclists and pedestrians



Junior Ambassador Dominique hauls the Share the Road trailer through the loop.

Additionally, Ambassadors designed a mobile outreach trailer that can be towed behind a bicycle and used to educate motorists, cyclists, and pedestrians simultaneously.

**An estimated 20,000 Chicagoans were indirectly reached** with reminders to Share the Road with this kind of outreach. Additionally, tens of thousands of people passed by every Share the Road event creating an immeasurable impact among the public.

# Media Exposure

Due in large part to the Share the Road initiative, Mayor Daley's Bicycling Ambassadors appeared in the media about 20 times this summer. That media exposure reached an estimated **2.5 million** people all around the Chicagoland area. Media coverage included a front page story and picture in the **Chicago Tribune**, an evening feature for our "Share the Road" initiative on **CBS 2 Chicago** and a radio interview on **1690AM WVON The Voice of Chicago**.



The August 22, 2008 edition of the Chicago Tribune



American Cyclist featured Chicago as a city for cycling due in part to the efforts of the Bicycling Ambassadors.

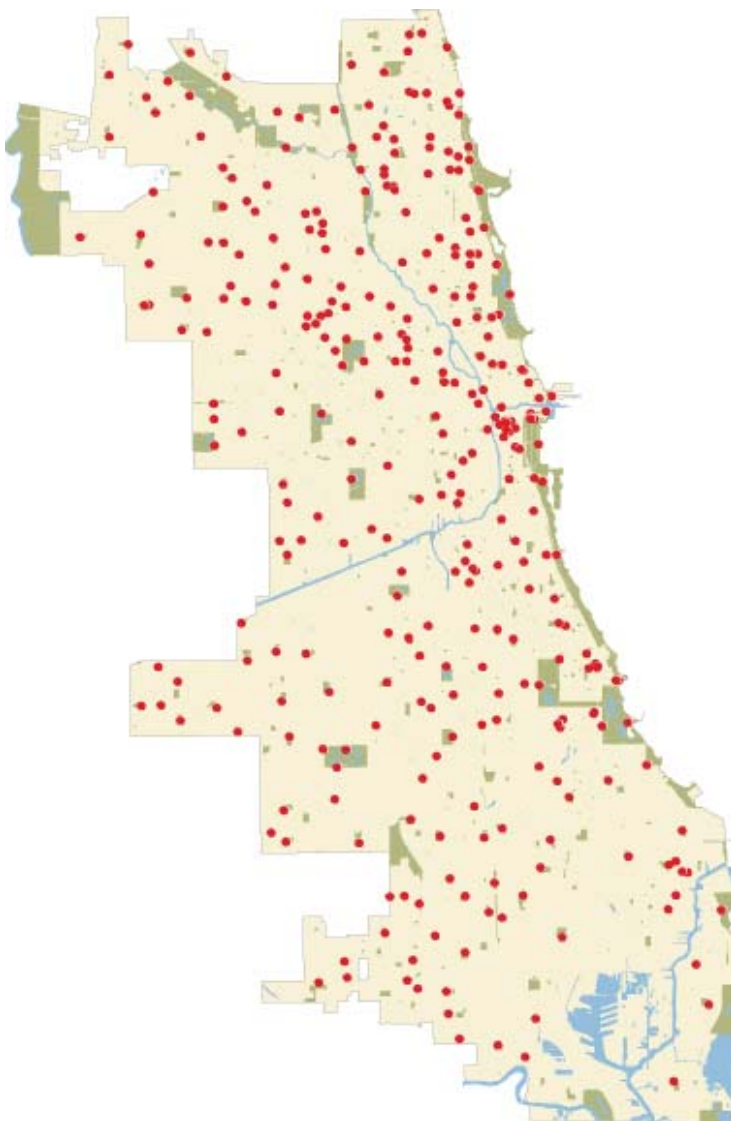
# Event Details

## Event Type and Number of Events:

Initiated or Hosted By:	Number of Events:
Chicago Park District	181
Community Organizations	138
Ambassadors Program	32
City Departments	17
Schools	8
Share the Road Initiative	19
<b>Total</b>	<b>395</b>

## Location of Ambassador Events

(Each Red Dot represents one event)



Mayor Daley's Bicycling Ambassadors attended a record 395 events in every Aldermanic Ward and Police District in the City of Chicago. The previous record, set in 2006 was 377.

# Outreach to Youth

Although the new Share the Road initiative shifted some of the focus to adult education, Mayor Daley's Bicycling Ambassadors did not forget that all education begins with youth. In just six weeks, the Ambassadors educated more than **11,500 young people** with their bicycle safety messages. The Ambassadors attended **162 Chicago Park District Day Camps** all over the city. On the whole, **41% of all Ambassador Outreach focused on children and youth in 2008.**



Junior Ambassador Deandre and Ambassador Brynn demonstrate a way to quickly check your bike for safety.

The heart of our youth outreach is the Junior Ambassador program. Junior Ambassadors are a team of Chicago teenagers sponsored by the Chicago Park District. The Junior Ambassadors work with the Bicycling Ambassador staff for six weeks in the summer.

To become Junior Ambassadors teenage candidates complete a 16 week after-school bicycle safety and repair class. They share these skills with other young people at Chicago Park District Day Camps. The Junior Ambassador program is the largest peer-to-peer bicycle education program of its kind.



Carlos fits a young cyclist's helmet.

## Determining Success

The Bicycling Ambassador program employed two strategies to evaluate information retention and the lasting impact of exposure to safety messages in two target audiences—youth and adults.

### Evaluating Youth Education Effectiveness:

During the Chicago Park District Day Camp events, the Ambassador staff conducted a survey with youth to see how much they were learning and how much bike-safety information they retained.

The survey sampled 100 youth from 2 Park District Day Camps – one on the northwest side and one on the south side. Youth were given a simple, 5-question test before the Ambassador presentation, immediately following the presentation, and again one month later. The questions focused on two main topics of the Ambassador presentation, specifically, the helmet check and the bicycle maintenance check. The results show a significant improvement in the youth’s knowledge.

Evaluation Question	Before Presentation	One Month Later	Total Change
What 3 things should you check on your bike in the ABC quick check?	61% Correct	76% Correct	15% Increase
How can you tell that your helmet fits the right way?	18% Correct	49% Correct	21% Increase

### Evaluating Adult Outreach Effectiveness:

During the second half of the summer, adult outreach surveys were handed out during events. The Business Reply Mail survey cards asked a series of questions based on the content of the Ambassador adult outreach presentations. The survey was also available online.

As an incentive to encourage participation, completed surveys were entered into a raffle for the chance to win a new commuter bike, courtesy of Giant.

Due to the delay in launching the adult surveys, few surveys were returned by the deadline and statistically significant results are unavailable at this time.

## Sponsors and Funding

Mayor Daley’s Bicycling Ambassadors are funded by a grant from the Illinois Department of Transportation, Division of Traffic Safety, and matching funds by the Chicago Department of Transportation. The program staff is managed by the Chicagoland Bicycle Federation.

The following businesses and groups were kind enough to provide products and services that improved our ability to educate Chicagoans:

- Giant
- Patagonia
- REI
- Planet Bike
- Timbuk2 Designs
- Master Lock
- Chicagoland Bicycle Federation
- West Town Bikes

