

# Bicycle Ambassador Program 2015



The City of Calgary’s Bicycle Ambassador Program recruited five summer students from across Canada to deliver cycling education, encouragement and engagement for Calgary’s Centre City Cycle Track Network Pilot Project. The students worked from May to August.

The principle goals of the Bicycle Ambassadors included:

- Educating road users on the safe and proper use of the cycle tracks and shared space on Stephen Avenue;
- Encouraging cyclists to set a good example for others and to follow the rules of the road; and
- Encouraging Calgarians to try the cycle tracks.

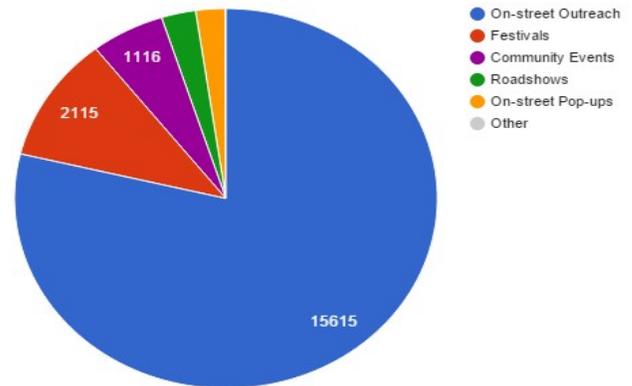
Using the theme ‘Move Together’, the Bicycle Ambassadors spoke with people walking, biking, and driving about the new infrastructure downtown and provided them with safety information.

The Bicycle Ambassadors reached out to Calgarians in a variety of locations across the city:

- Community events
- Roadshows
- Festivals
- On-street outreach
- On-street pop up events

With over 20,000 interactions with people across the city, the Bicycle Ambassadors provided educational opportunities, strengthened stakeholder relations, and reached diverse audiences with their messaging.

Interactions at Outreach Events by Category



The Bicycle Ambassadors were able to observe interactions between people walking, people on bikes and people driving. They used these observations to identify opportunities to encourage safe and courteous riding, and they delivered targeted messaging (ie. “Yield to pedestrians in crosswalks”). The result was a noted improvement at specific intersections from people walking, biking, and driving.



**All Interactions**  
**20, 234**  
**Interactions per staff/**  
**hour**  
**29**

