

Bicycle Ambassador Summary

Bicycle Ambassador Program 2015

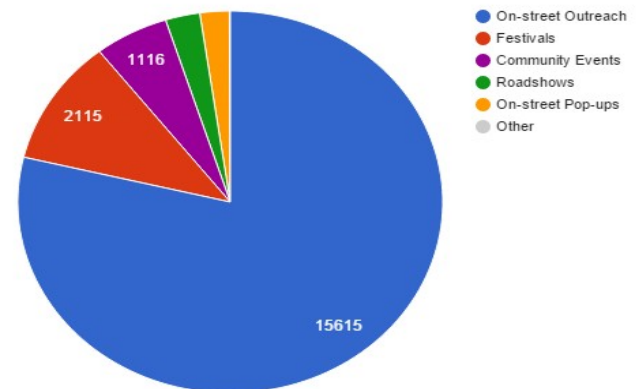


The City of Calgary's Bicycle Ambassador Program recruited five summer students from across Canada to deliver cycling education, encouragement and engagement for Calgary's Centre City Cycle Track Network Pilot Project. The students worked from May to August.

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.

Interactions at Outreach Events by Category



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.



All Interactions
20,234
Interactions per staff/
hour
29

