

Overview of program and goals for 2009

The Bicycle Ambassador program is a work element of the Pima County–City of Tucson Bicycle and Pedestrian Safety and Education Program, which is funded by a Transportation Enhancement grant from the Federal Highway Administration and by local funds provided by Pima County and the City of Tucson. The federal funds are administered by the Arizona Department of Transportation, while the Safety and Education Program is managed by Pima County in coordination with the City of Tucson. More information on the Safety and Education Program may be found at www.BikePed.Pima.gov.

In 2008 Perimeter Bicycling Association of America, Inc. contracted with Pima County to manage and execute all aspects of the Bicycle Ambassador program. This includes hiring subcontractors, hereafter referred to as Ambassadors, scheduling the teaching of bike safety classes using the League of American Bicyclist's curriculum, and additional involvement in community events to promote bike safety and advocacy.

This is the second year of the Bike Ambassador Program. This report will describe the activities of the Ambassadors and account for the usage of grant and local funds.

Continuing with the goals of the first year, more League Certified Instructors (LCI's), Road 1 certified adults and youth assistants were hired. The LCI's and assistants taught the League curriculum as well as attend community events to distribute safety class schedules, bike maps and Share the Road Guides. Helmets were distributed and fitted through community outreach and rodeos. The Bicycle Diversion program for those who have received a bicycle related ticket has been very successful. Bike rodeos and kids bike safety classes were presented to scout troops, Boys and Girl's Clubs, and schools. New this year is a women's mechanics class and a general mechanics class.

Goals for the Bike Ambassador program also include reducing the number of bike crashes as a result of education for children and adults. Through attendance at community events, the Ambassadors distributed bike safety class schedules, assisted in helmet fitting and answered questions about bikes, traffic and rules of the road.

Outreach on bike pathways was implemented during 2009. Bike safety class schedules and bike route maps were distributed by Ambassadors at high traffic locations including the Rillito River Path and the 3rd Street bikeway. More outreach of this nature is planned for 2010. Bike Ambassadors also participated in bike counts at selected locations to provide statistics for reports to the Bicycle Advisory Committee. This project will also be continued in 2010.

Program start date: January 2008. This is the second year of the program

Statistics and Growth - Bike Ambassador Program

		2009	
managers		1	
LCI's		15	
non-LCI's		8	
Youth		6*	
*One youth Ambassador moved to non-LCI status			
Total Ambassadors		30	

Classes Taught

	Road 1/ Dlversion	Road 2	Women's Road 1	Kid's Bike	Commuter	Women's Mechanics	Co-ed Mechanics
January	7	0	1	1	1		
Feburary	6	1	0	1	1		
March	3	0	0	0	0		
April	4	0	1	1	0		
May	2	1	1	0	1**		
June	4	1	0	0			
July	5	0	0	0			
August	4	0	0	0			
September	3	0	1	0		1*	
October	8	1	1	1		0	
November	5	0	0	0		0	
December	4	0	1	1		1	2*
* First time class was offered							
**last time class was offered							
Totals	63	4	6	5	3	2	2
Total classes taught in 2009 from all catagories: 85							

Class Participation Totals

Road 1	205
Diversioin	299
Women's Road 1	43
Mechanics Class	15
Boy Scout troops	11
Road 2	13
Commuter	16
Kid's class	35
Total	637

Community Events

March Sustainability Fair, Himmel Park Living Library, TMC Safety Saturday
April Barnes & Noble Bikes and Books, Dixel Heights Safety Fair, Pima & Tucson Wellness Fair
May NW FD Burn Buster
July CARE Fair
September Helmet fitting Lowe's, Better Than Ever Kick-Off
December Helmet Fitting St. Augustine Church,

Safe Routes to School

Calendar Year 2009 Schools Attended

Schools	# of Rodeos	Estimated # of Students
White Elementary	1	50
Peter Howell	3	75
Sam Hughes	2	50
Keeling	3	80
ACES	3	75
El Vira	2	60
Khalsa	6	100
Hohokum	1	20
Fruchtendler	1	60
Meredith School	2	15
Homer Davis	3	80
Kellond	3	75
Steele	3	60
Jefferson Park	3	60
RattleSnake Ridge	3	60
Lineweaver	3	75
El Vira	9	250
Pueblo High Bike Team	1	10
Fruchtendler	2	60
Meredith	2	20
White	1	20
ACES	3	85
Homer Davis	3	90
Borton	1	30
Laguna	2	60
Warren	2	60
Miles	3	79
Total- 71		Total- 1759

Safety Talks

International School	Safety Talk 4 year olds	50
International School		30
Empire High Bike Team		25
U of A Cycling team		25
Total		130

Walking Safety

ACES	3 walks	75
ACES	3 walks	80
Fruchtendler	2 walks	55
Total		210

Community Rodeos

El Rio Health Fair	1	100
Solar Rock	1	50
Earth Day	1	30
Total		180

34 diff. locations

Total- 2,279

Boy's & Girl's Club Rodeos

	rodeos	participants
February	1	30
March	1	30
April	1	30
September	1	30
October	1	30
Total	5	150

Additional Rodeos using Safe Routes to Schools Curriculum (3-part format)

	rodeos	participants	location
January	1	22	Keeling Elementary
October	1	20	Central Tucson Home School Group
Total	2	42	

Pima County has a truck and trailer for Safe Routes to School Program use, including 25 bikes that are taken to the schools for Bike Rodeos and safety class instruction. In addition, in December 2009 the Arizona Governor's Office of Highway Safety approved a grant to purchase a 6'x12' enclosed trailer with a ramp gate. This trailer will be used to facilitate travel to rodeos with bikes and props and would also provide a safe location to store rodeo supplies.

Grants

Funds expended during the 2009 program are noted in the following chart:

Month	Manager	LCI	non-LCI	Youth	Misc.	Total
January	\$680.00	\$1,437.00	\$180.00	\$144.00	\$13.28	\$2,454.28
February	\$800.00	\$1,200.00	\$185.00	\$176.00		\$2,361.00
March	\$440.00	\$744.00	\$380.00		\$606.46	\$2,170.46
April	\$520.00	\$1,554.00	\$180.00		\$4.38	\$2,258.38
May	\$700	\$1,086.00	\$195.00	\$72.00	\$235.75	\$2,320.75
June	\$360.00	\$480.00	\$120.00	\$40.00	\$25.00	\$1,025.00
July	\$660.00	\$924.00	\$310.00	\$308.00	\$75.00	\$2,277.00
August	\$660.00	\$534.00		\$40.00		\$1,234.00
September	\$520.00	\$2,268.00	\$405.00	\$240.00	\$95.98	\$3,528.98
October	\$420	\$2,802.00	\$625.00	\$72.00	\$85.00	\$4,004.00
November	\$420	\$1,212.00	\$300.00	\$48.00		\$1,981.00
December	\$120.00	\$1,506.00	\$580.00	\$124.00	\$182.00	\$2,512.00
Total						\$28,126.85

red invoiced but not rec'd

Safe Routes to School grant

Account 53130 Work order 1002184

Month	SRTS	Misc.	Total
November	\$450	\$1,878.37	\$2,328.37
December	\$255.00		\$255.00
Total	\$705	\$1,878.37	\$2,583.37

red invoiced but not rec'd

Total for both grants	\$30,710.22
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University of Arizona Bike Booth

Overall Mission:

To create an easily accessible location on or close to the U of A Mall whereby a variety of bicycling amenities/services can be performed thus enhancing sustainability, encouraging and supporting bicycling as a viable mode of transportation to/from campus and creating a defined focal point for bicycle networking.

The Bike Booth opened for this purpose on the U of A Mall on September 1, 2009.

Goals:

1. Create defined focal point for a variety of bicycling activities
 - a. free bicycle registration
 - b. free use of tools for minor bike repairs/adjustments
 - c. distribution of bicycle information
 1. campus bike map
 2. regional bike map
 3. Share the Road Guide
 4. free bicycle safety class offerings
 5. distribute information on local community bike events/activities
 6. PTS Bike Safety Program sponsors may provide flyers offering Discounts on clothing, supplies and/or services
 - d. become a reliable bike facility focal point that can consistently assist staff, students and visitors
2. Promote safe cycling and provide educational activities
 - a. UAPD involvement with assistance to demonstrate support and positive PR for the campus community
 - b. trained Bike Ambassador employees working the bike booth to provide safe cycling advice, bike repair guidance (flat tire, adjust brakes, cables, shifters) Bike Ambassadors to know PTS Non-motorized rules and regulations and be able to assist with FAQ information as needed
 - c. Provide information/encouragement on benefits of the free bike safety classes
 - d. UAPD and PTS bike personnel to assist /supplement bike registrations, education outreach as needed (special promotions, dorm bike registrations)
 - e. Provide campus directions as needed to staff/students/visitors
 - f. UA Cycle club and various PTS Bike Sponsor shops to provide free tune-ups and light bike maintenance on selected rotational schedules at the site
3. Become focal point for the future mall Bike Share/rental station. Eventually build a permanent structure to facilitate the mission statement and these goals.

Steps needed to Accomplish:

1. Obtain approval for the program – PTS, Mall Committee, FM. CFP. **Done**
2. County grant to fund the project – provide staffing & assist with relevant educational material and expertise during the academic year. **Done**
3. Train Bike Ambassadors regarding UA PTS Non-Motorized regulations and tour of campus facilities (no bike zones, etc.). **Done**
4. Purchase basic bike repair tools & supplies. **Done**
5. Acquire approval for storage of tent, tables, supplies close to designated site in one of the buildings (e.g. Kofler Bldg). **Done-using bike locker near site.**
6. Proposed day and hours: Every Tuesday and Wednesday, 9 am – 1 pm on school days during the academic year. Two ambassadors on duty each day. Actual hours for set-up/tear down would be one half hour prior to and after regular hours of operation. **Done**

Bike Booth statistics from Sept 15, 2009 – December 6, 2009: 550 bikes were registered

Bicycle Diversion Program

During 2008, the Tucson-Pima County Bicycle Advisory Committee recommended that the Bike Ambassador program manage a bicycle diversion program for the City of Tucson. The City Prosecutor, Laura Brynwood, has the legal discretion to allow those cited for traffic infractions to take the LAB safety classes, as are currently being offered and taught by the Ambassador Program.

Beginning in June of 2009, classes exclusively for Diversion students were offered. The program conducted classes for Diversion participants only as well as classes that integrated Diversion participants with Road 1 non-Diversion participants with equal success.

During 2009, 299 students attended the Road 1 classes as Diversion program participants.

The League of American Bicyclists format of 9 hours appeared to be inappropriate for Diversion application; therefore, in December of 2009, research was conducted to gather information about other successful Bicycle Diversion programs to determine appropriate length and content. As a result, Diversion Classes are reduced in 2010 to 4 hours on a Saturday only. The content will focus on laws and vehicular bicycle operation and less on mechanics, gear, and biomechanical efficiency. The test has been adjusted to align with these changes.

City Prosecutor Laura Brynwood has approved this change.

Goals for 2010

The Bicycle Ambassador program plans to continue with classes and community activities in 2010. Further goals include:

- Hiring more Ambassadors, particularly youth
- Hold an LCI training class in spring of 2010
- Patrol shared use paths and set up portable information centers to distribute safety materials
- Work with libraries to permit Ambassadors to distribute bike safety materials from portable tables
- Work with more schools to teach bike safety
- Work with Girl Scouts and Boy Scouts to engage more of their troops in bike safety classes
- Encourage bike clubs at schools with Ambassadors serving as mentors/advisors
- Continue with outreach projects on bike paths to distribute safety class materials, bike maps, and other items as they are available
- Continue with bike counts at selected intersections and on bike paths