



Bicycle Ambassador Program

Borough of State College

At least one time per quarter, there will be an education, outreach, and/or engagement program targeted at the public through this program.

Educational Outreach

1. Develop educational outreach materials (flyers, social media posts, etc.) for the following target audiences:

- Commuter Cyclists
- Pedestrians
- Motorists

2. Develop and distribute outreach material including the following topics:

- Safe and Legal Cycling Tips
- Bike Maintenance
- Bike Rack Locations
- Bike Repair Station Locations
- Bike Registration Information
- Share the Road Practices
- State College Bike Ordinances
- Pennsylvania Bike Laws

3. Promote and maintain the Share the Road Campaign via:

- Share the Road Pledge
- State College Borough Bike Information Page
- Development of brochures, flyers, social media posts, and other educational materials

Community Engagement

1. Engage with members of the community by hosting bike-related events. Previously hosted events included:

- Bike Anywhere Fridays

- Bike Chain Upcycle Event
 - Family Fun Ride
 - Mayor's Ride
 - Car Free Day
 - Bike In-Movie
 - Commuter Coffee
2. Be present at community events to engage with the public about the benefits of cycling. Previously attended events include:
- Lion Bash
 - Bike Month events
 - Welcome Back Event, hosted by CATA
3. Allow for community feedback via:
- An online submission form on the State College Borough website
 - Paper Forms
 - Emailed Surveys
 - Listserv emails

Recruitment and Retention

1. The following goal is set for ambassador recruitment:
- At the end of the first year, four
 - At the end of the second year, six total
 - Attempt to recruit two new ambassadors per year until there are 10 total
2. The following goal is set for communication and engagement with the public:
- Reach at least 50 new community members through electronic resources (webinars, virtual events, etc.) by the end of the first year.
 - Engage at least 5 additional people per year after the first year

Data Collection

Throughout the first year of this program, data will be collected by the Bicycle Ambassadors at each event the BAP hosts. The collection of this information will allow Borough employees to track the number of engagements and participants reached through various events including tabling, distributing educational materials, and teaching classes. Bicycle Ambassadors will utilize an Excel spreadsheet to keep track of the information outlined below:

General information:

- Type of event (educational, engagement, both)
- Name and date of the event
- Number of attendees
- Number of engagements (social media posts and web page info)

Attendee Information:

- Demographic information
- Contact information of individuals that are interested in joining a bicycle-related email Listserv.

To gauge the success of the program, Borough employees will review this spreadsheet at the end of the year to analyze the number of individuals the program was able to engage and see if there are opportunities to make future events more successful.