

# CHICAGO PEDESTRIAN AND BICYCLE INITIATIVE 2019 FINAL REPORT





# EXECUTIVE SUMMARY



The Safe Routes & Bicycling Ambassadors are the Chicago Department of Transportation's (CDOT) safety education and engagement team. The Pedestrian & Bicycle Safety Education program began in 2001, and is funded through a Federal 402 safety grant administered by the Illinois Department of Transportation, with additional funding and support from CDOT, the Divvy bike share system, and valuable sponsorship dollars from Lyft and AAA. In 2017, the City of Chicago released the Vision Zero Action plan detailing the City's commitment and approach to eliminating death and serious injury from traffic crashes by 2026. The Safe Routes & Bicycling Ambassador program has evolved to include the mission and message of Vision Zero Chicago.

The purpose of the Safe Routes Ambassadors is to educate and encourage all residents of Chicago how to safely walk, safely bike, safely drive, and use mass transit such as the CTA. Achieving our safety goals require many different approaches. We work to meet our goals by attending a host of community bike rides, health fairs, and public events throughout the city, in which we engage those in attendance with a smile and educational safety tips. We visit public, private, and charter schools, providing students, staff members, and parents with Safe Routes to School presentations and workshops. We provide the 55 and better community with a customized Safe Routes

**681** Total Events  
**314** in Vision Zero High  
Crash Areas

**75,000+** People Educated



**33,000+**  
Youth & Children



**43,000+**  
Adults & Seniors

**76** Enforcement Missions



**1,000+**  
Cyclists & Motorists  
Warned



**177** Parks  
& **90** Schools  
Visited

for Seniors presentation. We, in partnership with the Chicago Park District, provide educational safety presentations and workshops for students attending summer day camps. We offer complimentary Learn to Ride classes throughout the city. These free classes provide Chicago residents with an opportunity to learn a new life skill in a safe and controlled environment. Finally, in partnership with the Chicago Police Department, we engage in Education Mission “pop-ups” and bike light giveaways throughout the city.

As Chicago traffic safety is a 24 hour/day 365 day/year concern, the program is a year round program that is overseen and supported by 2 full-time program managers, 2 part-time year round Ambassadors and 10 part-time seasonal Ambassadors. With all hands on deck for FY 2019, the Safe Routes & Bicycling Ambassadors team were able to attend and participate in 681 events resulting in the direct education of over 75,000 people on how to walk, bike and take transit more safely.

*Over the summer the ambassadors have thousands of meaningful conversations with the public about transportation and safety, but the interactions that made me the most confident of the impact of our work were at our learn to ride classes. I remember one student in particular, a youth who'd been struggling to learn to ride with his parents. At the start of the class he was shy and wanted to give up but an incredible transformation took place once it clicked for him. His joy, pride, and an excitement to improve were infectious and he and his mother ended up sticking around for our second class just to practice more.*

*- Emme Williams*

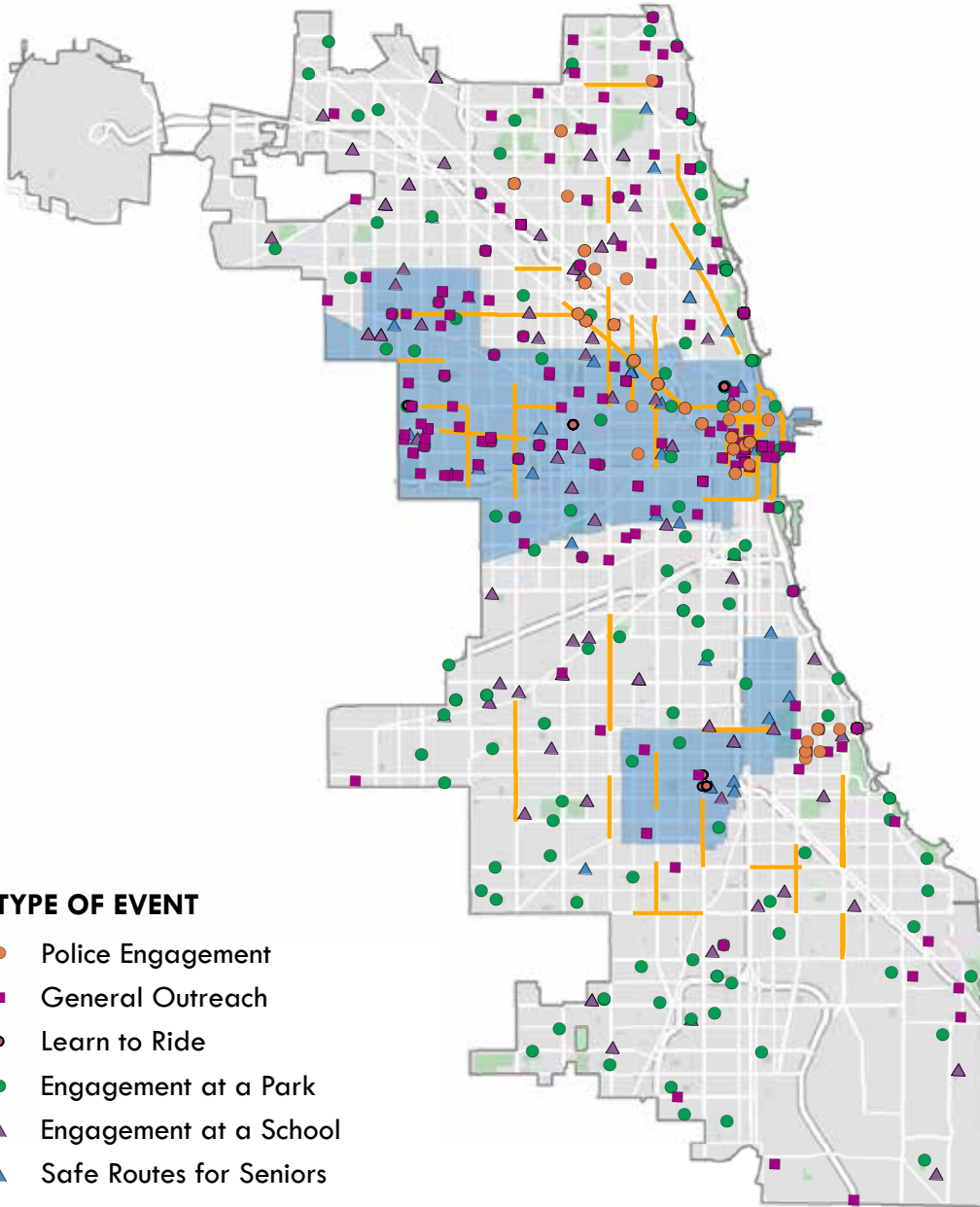




# MAP OF EVENTS

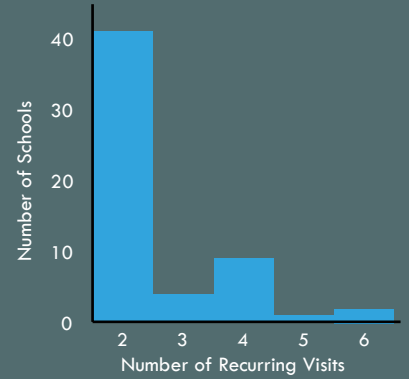


0 0.75 1.5 3 Miles

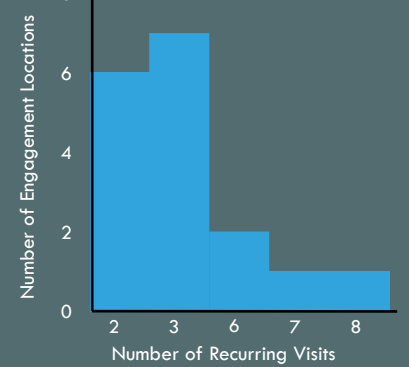


## More Than Meets the Eye

### Engagement at Schools



### Police Engagements



Repeated school visits and police engagements help to build relationships with our communities.



46% of 681 Events Located in High Crash Community Areas

# VISION ZERO ENGAGEMENT



Vision Zero Chicago (VZC) is the City’s commitment and approach to eliminating fatalities and serious injuries from traffic crashes.

The City of Chicago and the Safe Routes & Bicycling Ambassadors believe that even one life lost in a traffic crash is unacceptable. We all have the right to walk, bike, take public transit, and drive on streets that are safe for everyone, regardless of who we are or where we live.

With the proper engagement and education from our education and outreach/engagement team, we can work together to eliminate traffic deaths and life-altering injuries. The Vision Zero initiative is working to build a partnership between City leadership and the public to prioritize human life and the safety of our streets.

Traffic safety is a shared responsibility. VZC and the Safe Routes & Bicycling Ambassadors are committed to reducing traffic crashes that cause death and serious injury through an equitable distribution of resources and inclusive community engagement.

Of the 681 events attended by the Safe Routes & Bicycling Ambassadors, 46% of them were in high priority Vision Zero High Crash areas. We partnered with community organizations like Think Outside Da Block and Garfield Park Community Council, which are based in areas affected most by traffic violence. We worked with the organizations to engage residents at events such as Light in the Night in Austin and Garfield Park. At various community events and bike rides for peace and breast cancer awareness, we provided free helmet fittings, ABC safety check presentations, and rode alongside residents enjoying the beauty of their neighborhoods . The Ambassadors also facilitated the engagement efforts during events such as “National Night Out”, the Austin P.O.W.E.R. 5k, and the Learn to Ride a Scooter classes. During the free Learn To Ride an e-scooter classes, we educated residents on the importance of traffic safety, and provided them with free safety gear such as helmets and reflective bags.

# SAFE ROUTES TO SCHOOL

The two main goals of our Safe Routes to Schools program are:

1. Educate, enable and encourage children, including those with disabilities, to walk and bicycle to school.
2. Make walking and bicycling to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.

We are able to achieve this goal by providing an assortment of age appropriate safety presentations and workshops. For the 2018-2019 school year, the Ambassadors were able to educate over 12,000 students and staff. As the need to address traffic safety in and around schools continues to grow, we have developed relationships with multiple schools that request us to visit their school on more than one occasion. These repeat visits allow us the opportunity to ensure that school age youth learn to understand and appreciate the importance of all forms of safe mobility.



# SAFE ROUTES FOR SENIORS



Through our Safe Routes for Seniors program, in collaboration with local senior housing facilities, senior centers, and community-based organizations, the City of Chicago engages it's 55 and better population which along with the children and youth, make up the most vulnerable road users. Upon arrival, Ambassadors immediately engage the seniors by listening to their concerns and assisting them in assessing their communities' needs, supporting them to become informed about their local government and showing them how to use 311 to report issues and concerns. For 2018-2019, we provided over 750 seniors with a smile, a listening ear, and tools to navigate safe walking and transit options.



# JUNIOR AMBASSADORS PROGRAM



The Junior Ambassador program, working with the Chicago Park District, is a 6 week summer mentorship employment and opportunity program in which 15 teenagers and young adults are hired and trained to provide walking and biking safety presentations and workshops to Chicago Park District Day camps. The day camps are held throughout the city and provide us with the opportunity to reach children ages 6-12 years old and teach them safe walking, biking skills. This program is a peer-to-peer pedestrian and bicycle safety program which continues to thrive every year. In conjunction with the Safe Routes & Bicycling Ambassadors, we were able to visit over 125 parks and educate over 14,000 peers in the park.

*"When I first started as a Junior Bike Ambassador, I had no idea how to get around the city nor did I have any experience addressing large groups of people. However, after years of advocating for bike safety with CDOT and the Chicago Park District, I've gained experience working with diverse communities, addressing audiences of varying ages, and navigating the city. My time as a bike ambassador has shaped me into a more dynamic and proactive adult and an attractive candidate for any workplace. Working with the youth of Chicago has granted me with meaningful experiences that I will carry with me for the rest of my life."*

*-Jennifer Sanchez*





# LEARN TO RIDE A BIKE AND E-SCOOTER



This year, in partnership with Divvy, The Center for Green Technology, Kennedy-King College, and the Chicago Park District, the City of Chicago Bicycling Ambassadors offered residents a total of 47 Learn to Ride a bike classes resulting in over 250 people of various ages learning a new life skill! Each learn to ride a bike class consisted of up to 6 participants who, within a 2-hour window, were afforded the opportunity to use a Divvy bike for free, receive a free helmet donated by Blue Cross Blue Shield and Bird, and receive personalized safe cycling instruction. The classes were such a success and participants were so happy to have learned a new skill, that this year we extended the Learn to Ride a bike classes for an additional 3 weeks. If participants feel they need more practice, they are invited to attend additional classes, where we have seen about a 10% return.

In response to the e-scooter pilot that took place on the City's West Side, we thought it was imperative that we create a safe space to learn for residents of the West Side who were unfamiliar with e-scooters and unable to pay to learn how to ride one. In partnership with AAABNA, Bird, Lime, Spin, Gruv, and Lyft, we were able to provide residents with the opportunity to receive a free helmet and learn to ride an e-scooter for free. During the learn to ride an e-scooter classes, Ambassadors provided complimentary helmet fittings and educated participants about riding e-scooters in the bike lanes and not on the sidewalk to avoid injury to pedestrians. The Learn to Ride an e-scooter classes lasted until the pilot ended on October 15th.





# TRAFFIC SAFETY EDUCATION MISSIONS



Every year, the Safe Routes & Bicycling Ambassador collaborate with the Chicago Police Department to create traffic safety “Pop-up” events/enforcements throughout the City. During these events, we visit some of Chicago’s most dangerous intersections for traffic, addressing the behaviors that make it less safe for people to walk and bike in the community. This year we were able to successfully complete 76 safety education mission ‘pop-ups’ events, of which 53 were in the Vision Zero High Crash areas. Some of the behaviors that we repeatedly address while doing these “pop-ups” is, distracted driving, riding on the sidewalk, motorists parking/driving in bike lanes, and failure to yield to pedestrians. During that time out on the street, Ambassadors provided over 8,000 smiles, stickers, safety tips, and warnings and CPD issued over 150 citations.



## National Night Out

National Night Out (NNO) culminates annually on the first Tuesday in August. The idea behind NNO is to create events and safe spaces to build the relationship between neighbors and law enforcement while bringing back a true sense of community. It provides a great opportunity to bring police and neighbors together under positive circumstances.

The National Night Out events are among the ongoing efforts in Chicago to improve relations between police and communities. This year we were able to attend and engage at 7 National Night Out events in the 11th, 12th, 14th, 15th, 17th, 19th, and 25th Districts.



# THANK YOU TO OUR SPONSORS



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Chicago Pedestrian and Bicycle Safety Initiative

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[www.Chicago.gov/VisionZero](http://www.Chicago.gov/VisionZero)