



News Release

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Mayor McAdams Launches New Bicycle Ambassador Program

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Millcreek, UT – Cyclists rode up the Parley's, Rails, Trails and Tunnels (PRATT) trail to meet with Mayor Ben McAdams as he announced Salt Lake County's new Bicycle Ambassador Program. The program, which focuses on education and outreach, is the first of its kind to be implemented on a countywide level, and is the first in Utah.

"Implementing the Bicycle Ambassador Program will give residents access to expert ambassadors who are ready and waiting to offer advice and education that will help cyclists navigate our busy streets," said Mayor McAdams.

The new program uses volunteer ambassadors to help achieve three primary goals:

1. Increase cycling
2. Improve and reward safety
3. Foster an engaged community of cyclists

The Bicycle Ambassador Program is supported by the Salt Lake County Bicycle Advisory Committee, Salt Lake City, and the Utah Transit Authority.

"As we continue to develop bicycle infrastructure across Salt Lake City and countywide, it is critical to focus on doing all that we can to ensure riders, and drivers, are aware of the rules of the road and how to share our thoroughfares," said Salt Lake City Mayor Ralph Becker. "The Ambassador program is a great effort that will help heighten this awareness while working to merge other transit options with bicycle travel."

Bicycle ambassadors will be in the present in the community, handing out educational material at events, organizing group rides, helping to maintain bike lanes, and offering individual, personalized mentorship on bicycle commuting.

A key component of the program is educating cyclists and would-be cyclists on how they can travel safely and incorporate public transportation into their cycling commute.

"Bicycling is a logical extension of the transit network along the Wasatch Front. UTA is partnering with Salt Lake County in the Bicycle Ambassador Program because it will help cultivate future riders as well as assist current transit patrons who might not realize the benefits of the bike-transit connection," said Utah Transit Authority Chief Planning Officer Matt Sibul.

The Bicycle Ambassador Program will be available to all residents countywide. Salt Lake County covers 764 square miles, so county residents have significant ground to cover, and our bike ambassadors will be there to provide support

"Promoting diverse modes of transportation is needed if our future holds less traffic congestion, improved air quality, and healthier lifestyles," said Mayor McAdams, noting that our million-plus population is expected to double in the next 20-30 years.

The first group of ambassadors will have completed their two-day training and be out on the streets as of May 7, 2013.

More information on how to become a bicycle ambassador and all of Salt Lake County's active transportation efforts can found at www.ActiveTransportation.slco.org.