

# **2023 BIKETOWN AMBASSADORS IMPACT REPORT**

**THE STREET TRUST**

# ABOUT THE STREET TRUST

**We are an advocacy non-profit representing street users across Greater Portland, advocating to address unsafe and incomplete public streets that threaten lives and livelihoods. The Street Trust wins policy changes and investments that save lives, reduce barriers, and expand opportunities to the people and neighborhoods our current transportation system neglects.**



# BIKETOWN AMBASSADORS

## WHAT IS IT

**In 2022 the Street Trust and BIKETOWN formed a creative partnership to bring BIKETOWN for All to BIPOC and underserved communities across Portland.**

**The program includes educational opportunities, group rides led by ambassadors from the community, and celebrations with partners across the city.**

**The Street Trust has worked with BIKETOWN for years to encourage Portlanders to embrace this healthy, low-carbon, and fun mode of transportation.**



## AND WHY?

**But simply being eligible for Portland's rider subsidy program isn't always enough for people to give the city's ebikeshare a shot.**

**So this program provides the critical service of helping participants download and use the app, unlock the bikes, determine safe routes, and even adjust seat heights. We also bring refreshments and bike helmets riders can take home.**

**It is this support that makes the difference between a subsidy program that a few use and a bikeshare that transforms a transportation system into one that prioritizes safety, equity, accessibility, and climate justice.**

# COMMUNITY PARTNERS

Partnerships are the key to ensuring these events are designed around and serve BIPOC communities and residents living on low incomes. These are the folks who helped us make that possible.

## COMMUNITY PARTNERS

### Racial and Ethnic Approaches to Community Health (REACH)

REACH is a national program administered by Multnomah County to reduce racial and ethnic health disparities.

### La Clinica de Buena Salud

A primary care clinic run by Multnomah County on NE Killingsworth.

### AfroVillage PDX

AfroVillage PDX focuses on addressing the needs of our most vulnerable population — unhoused individuals — with a focus on racial disparities and inequalities.

### Portland State University

Afghan immigrants connected with the Immigrant and Refugee Community Organization (IRCO)'s Greater Middle East Center (GMEC).

### Verde

Verde brings new environmental investments to Portland's neighborhoods, involves community members in the planning and building of these investments, and ensures that low-income people and people of color directly benefit from these investments.

### Adaptive Biketown

Portland's adaptive bike rental program with the goal of increasing access to cycling for people with disabilities.

### WomensFirst Transition and Referral Center

Provides a nurturing environment so women can rebuild their lives and self-worth.

### Oregon Health Authority's BIPOC Employee Resource Group

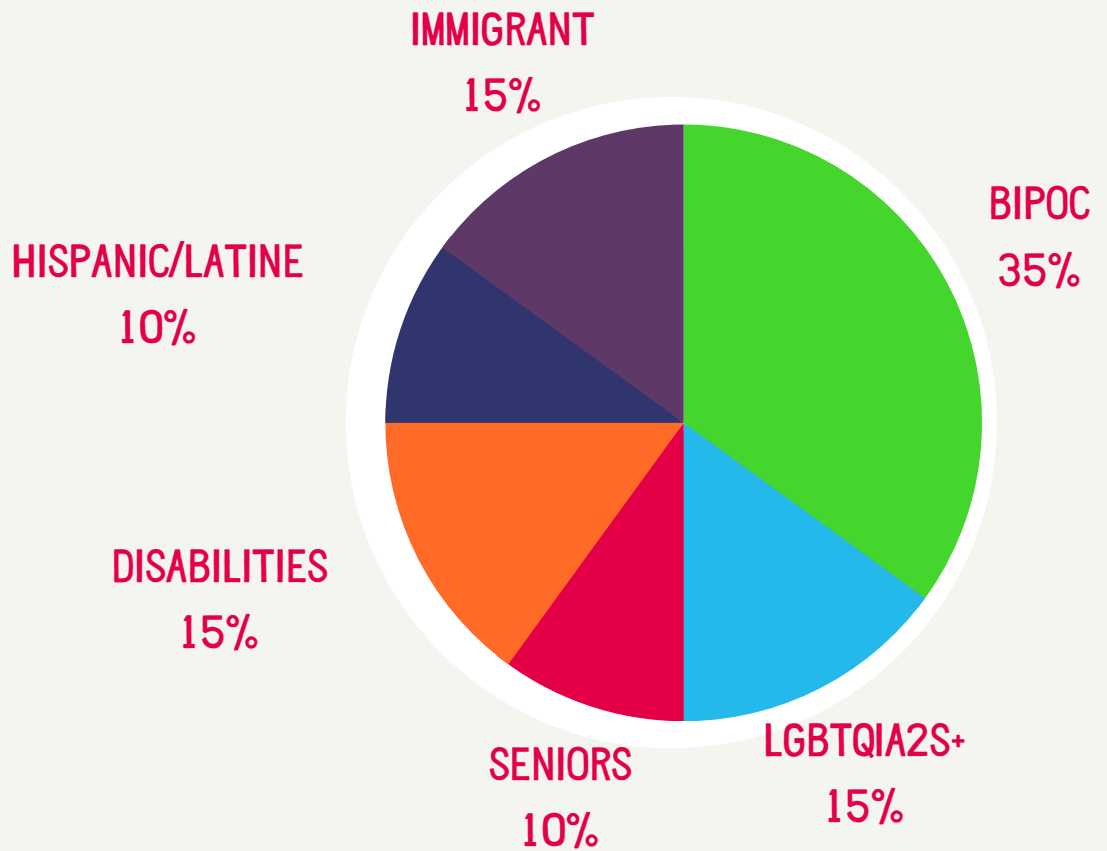
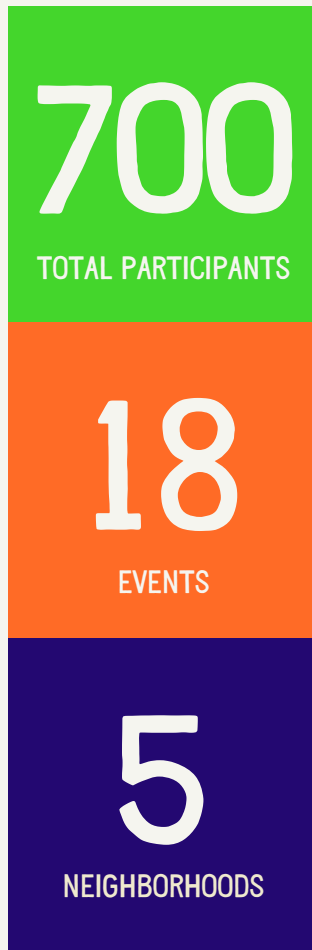
A voluntary, employee-driven group that promotes diversity, equity and inclusion within OHA and supports community building, mentorship and learning opportunities



# DEMOGRAPHICS

In 2023 The Street Trust conducted 18 Biketown Ambassador events across Portland.

## % OF EVENTS SERVING THESE COMMUNITIES



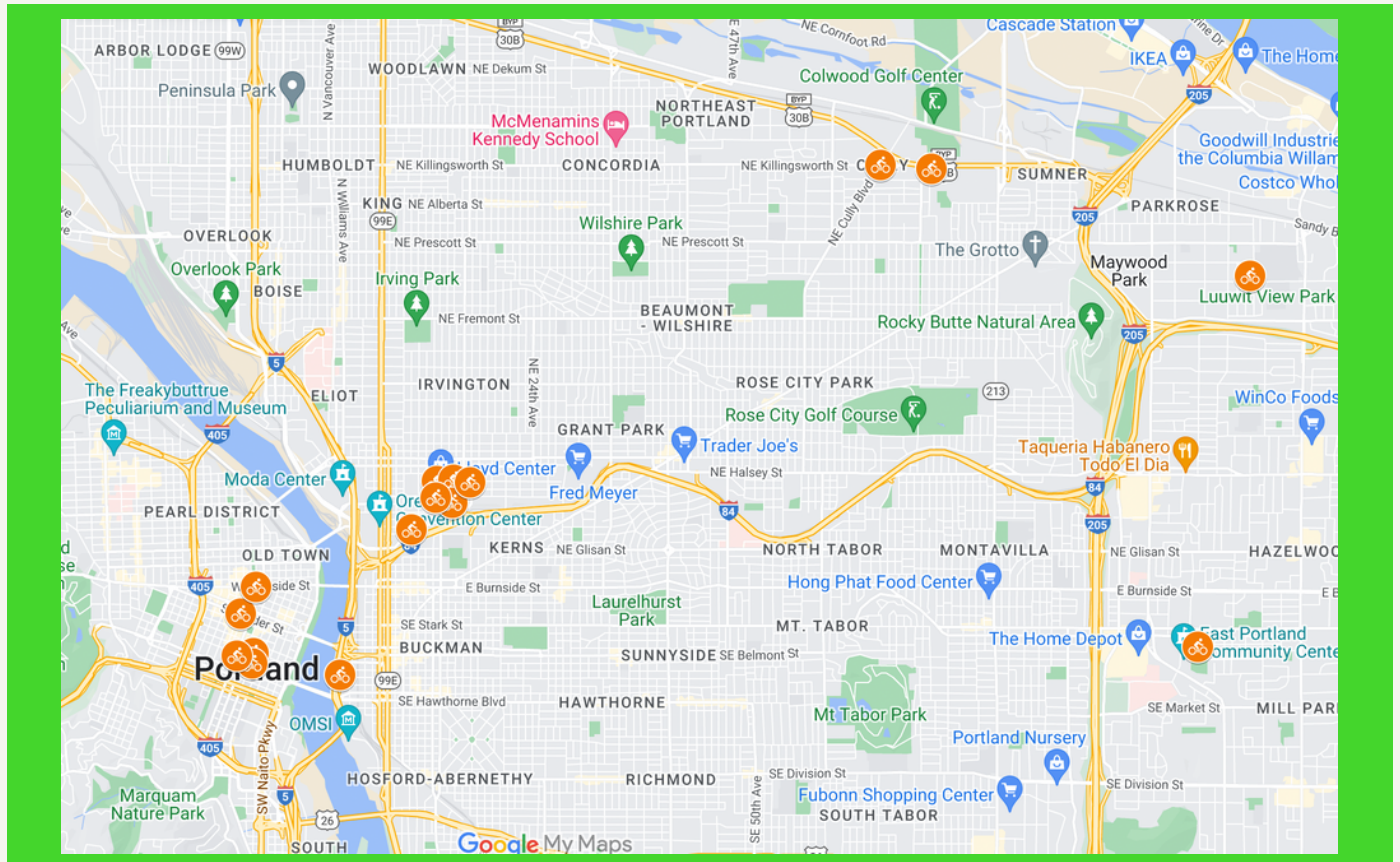
## SIZE OF EVENTS

- 40% GROWTH IN ATTENDANCE COMPARED TO 2022
- 50% GROWTH IN NUMBER OF EVENTS OVER LAST YEAR
- OUR 2023 EVENTS ALSO SERVED PSU INTERNATIONAL STUDENTS AND NATIVE COMMUNITY MEMBERS



# EVENTS MAPPED

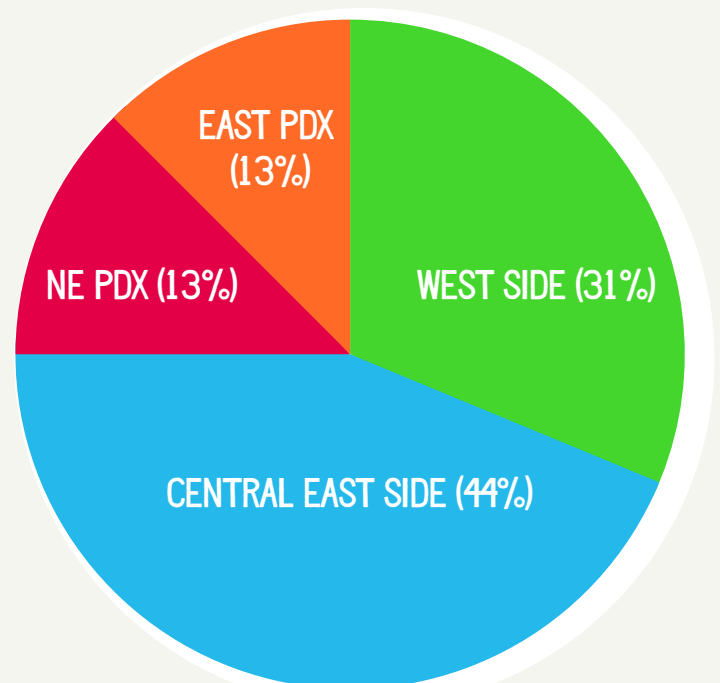
## WHERE BIKETOWN AMBASSADOR RIDES STARTED



### QUICK FACTS

- **70%** of participants had never used a bike share before.
- With support from People 4 Bikes, TST was able to bring on **1 new community ambassador** and **1 program coordinator** in 2023 (only 2 ambassadors in 2022).

### % OF EVENTS BY NEIGHBORHOOD



# RIDER FEEDBACK

With more time dedicated to this program, The Street Trust was able to consistently follow up with participants after rides and solicit feedback.

## VELGONDA LAASYA, AN INTERNATIONAL STUDENT AT PSU

I would definitely recommend (this program), and I would use Biketown to get around... I would really, really go (on this ride) again.

## DONALD DIXON, A RETIRED HIGH SCHOOL GUIDANCE COUNSELOR

I'm older so an ebike works for me real well. I mean, I have a bike at home, but I have never ridden it... (Ebikes) can go places where cars can't go, plain and simple. You get a chance to see the city unlike how you would if you didn't ride a bike. It's a beautiful thing... Getting a chance to be by the riverside was awesome.

## MEGAN BOWERS, A COMPUTER SCIENCES STUDENT AT PSU

I enjoyed it a lot and thought it was a nice tour, especially for someone new to the Portland area.

## OMARI JONES, A PASTOR FROM PORTLAND

It was a great experience... Certainly for me, having a meniscus tear, utilizing an ebike going uphill helped a great deal. Otherwise I don't think I would have been able to see the esplanade up there. It was beautiful. A beautiful ride and a great experience.



# 2023 SUMMARY

Thanks to support from People For Bikes, The Street Trust was not only able to host more Biketown Ambassador events for more people in our second year, but also make these events more relevant and engaging to the communities we served.

With more funding, our Director of Community Engagement and bike education specialist Madi Carlson was able to spend more time developing our partnerships with organizations like WomensFirst and Multnomah County's REACH program, ensuring that our events were tailored to the interests and needs of the community. Madi was also able to join each ride, allowing for more educational components on how to safely ride an ebike, understanding traffic laws for bikes, and how to bike in different weather conditions. In case Madi was not able to join a ride, having a paid program coordinator, an extra ambassador, and more time to develop skilled volunteers ensured that no event was canceled this year.

Lastly, this funding allowed us to pay a videographer to create a promotional video that we can share across our channels as we prepare for the 2024 Biketown Ambassador season, ensuring that this program's third year is the biggest and most impactful yet.





# MEDIA

In addition to photographs, The Street Trust also filmed our ride with Portland State University international students in September.



**REACH Heart Ride**



**WomensFirst in East PDX**



**PSU International Students**



**REACH DPP**



**PSU International Students**



**Disability Pride Ride**



# THANK YOU!

## TEAM MEMBERS

Program Manager

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Program Coordinator

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Multnomah County-REACH

April 27 · 🌐

#Throwback to our REACH Heart Ride last week! Participants took a tour of Portland's Black historic neighborhoods in Northeast starting from the Lloyd Center. Thanks to all who came out and to our partners The Street Trust and Legacy for providing loaner bikes and helmets and showing us a great time!

If you missed out, you can join us TOMORROW at our For The Culture Roller Skate Party or our 1,000,000 Steps Challenge and Bike Ride on May 13th. For details, see our "Featured" section at the top of the feed for upcoming events.

#MultcoREACH



**2023  
BIKETOWN  
AMBASSADOR  
PROGRAM**

PEOPLE 4 BIKES GRANT REPORT

