

2025 Community Ambassador Program

Program Description

Bike Share Pittsburgh seeks passionate individuals and organizations who possess a passion for their community, an enthusiasm for creating connections between people and resources, and are vocal community members excited to build a diverse and inclusive bike community in Pittsburgh to be part of our next cohort of POGO Community Ambassadors in 2025!

The [Community Ambassador Program](#) is grounded in equity and focuses on connecting Pittsburgh's marginalized communities, BIPOC, and mobility deficient neighborhoods to the bikeshare program. Community Ambassadors work to break down barriers to bicycling in their communities, co-host and promote 5 unique Slow Roll group bike rides, support Learn to Ride classes, and promote safe bicycling infrastructure and safe city cycling education. The goal of this program is to build the most equitable, inclusive, and joyful bikeshare program for everyone in our city by introducing more people to the POGO program and biking in Pittsburgh.

Individuals and Organizations that partner as Community Ambassadors will possess a passion for their community, and must be willing to gain the skills necessary to educate community members on current and forthcoming city bike infrastructure, bicycle riding safety, offer group ride support, lead group bike rides, and work with other Community Ambassadors to organize unique and engaging bike rides and post-ride events.

Community Ambassadors will co-host, marshall, and recruit riders for the **Summer Slow Roll Series**. Each **Slow Roll** is inclusive and designed for riders of all skill levels, and may highlight cultural landmarks, celebrate local communities, and encourage more people to embrace cycling as a lifestyle. All 5 of the bike rides will be "**Slow Rolls**"; a slow roll in cycling refers to a relaxed, leisurely group ride at a slow pace, often organized to emphasize socializing, community engagement, and promoting cycling as an accessible and enjoyable activity.

Throughout the Community Ambassador Program, POGO aims to foster a lively, fun and rewarding experience for all **Slow Roll** participants while also supporting local community businesses. After each Slow Roll, POGO and the Community Ambassador cohort will host **Bike to Bites** in partnership with a local business. **Bike to Bites** is an opportunity for POGO to show appreciation and build community connections by offering post-ride food and refreshments from local businesses for all participants that come out and join our Slow Rolls.

The End of Summer Roll Up is a celebration of the Community Ambassador cohort and the incredible season of community-lead bike rides! The End of Summer Roll Up welcomes people of all ages and riding abilities, and celebrates diversity in the Pittsburgh bicycling community by bringing together people for POGO's largest bike ride of the year followed by a post-ride celebration including food, music, and fun for all ages.

Financial Award: \$5,000

Distributed in 2 equal payments in April & October.

Orientation and Planning Sessions:

- You, and your team if applicable, will attend **mandatory** Community Ambassador in-person orientation held at POGO's main office on: **Saturday, April 12 , 10am - 2pm**
- You, and your team if applicable, will attend all **mandatory**, virtual monthly team meetings
 - Second Tuesday of the month (May - October) from 5:00pm - 6:00pm
 - May 13
 - June 10
 - July 8
 - August 12
 - September 9
 - October 14
- Attend other meetings as needed

Bike Rides & Events:

- Plan, recruit, co-host, and marshall 5 Summer Slow Rolls
 - Ambassadors are required to attend each Slow Roll and Bike to Bites afterparty every month on the 3rd Saturday, May - September, 4pm - 6pm
 - May 17
 - June 21
 - July 19
 - August 16
 - September 13
 - Each Community Ambassador must commit to recruiting a minimum of 12 riders for each Slow Roll
 - Each Community Ambassador is expected to participate in "Bike to Bites" after Community Slow Rolls
- Organize the End of Summer Roll Up, POGO's annual community event and bike ride on September 13th. that
 - The goal is to reach 300 attendees in 2025
- Attend and support 8 Learn to Ride Events: Levels 101 & 201 (collab w/ BikePGH)
 - **Level 101:** For novice cyclist with little to no experiences on a bikes
 - **May 3, June 7, July 12, August 2**
 - **Level 201:** For intermediate cyclists to improve, learn advanced cycling skills and best practices for solo and group riding
 - **May 7, June 12, July 9, August 7**

- Represent POGO H at each of the 3 Open Streets events
 - *The last weekend of May, June, and July*
- Commit up to 16 hours of time per month outside of meetings to planning, implementing, and recruiting for each Slow Roll and Bike to Bites post-ride event

Content & Promotion:

- Recruit 12 riders to participate in monthly Slow Rolls
- Promote the Slow Roll Series and the End of Summer Roll Up
 - Create 1-2 Post/Story/Reel per month promoting the upcoming Community Slow Rolls and End of Summer Roll Up.
 - Create one Blog Post for the POGO H Blog about your experience as a Community Ambassador and your organization
- Follow, engage, and promote messaging from Bike Share Pittsburgh and Bike Pittsburgh

We're looking for people who are excited to get outside, ride bikes, and spread the joy of biking in their community!

To Apply: [Fill Out the Form](#)

All applications are DUE on Friday, March 7 at noon.