



YOUTH SPOKESWOMAN MENTORSHIP PROJECT

Project supported by Women Bike,
League of American Bicyclists

PRESENTATION OUTLINE

1. Introductions
2. Background about project & Partnerships
3. Youth Spokeswoman Project
4. Project Lessons Learned & Recommendations
5. Next Steps



INTRODUCTIONS

NOLA WOMEN ON BIKES

Mission Statement:

To break down barriers to biking among women and transgender people of all backgrounds and ages in Greater New Orleans.

PROJECT BACKGROUND

Cultivating community
resources for female cyclists
in New Orleans



Increasing
bicycle
advocacy &
education
related
activities

Expanding youth
employment
opportunities for
at risk teens



BUILDING BLOCKS

1. Leveraging existing partnerships

NOLA Women on Bike

- IOBY crowd-funding

Bike Easy

- Louisiana Highway Safety Commission

Youth Empowerment Project (YEP)

- Trafigura Work & Learn Center

2. Identifying organizational capacity

- Youth Spokeswoman role & description
- Structure, supervision & schedule

3. Recruiting and placing spokeswoman



DA'JONAE (DAMU) CURTIS



PROFILE

- 16 years old
- High school junior
- YEP graduate
- Enjoys bike riding & drawing

IN HER OWN WORDS



“Since being at Bike Easy, I’ve learned so many useful tips. I’ve learned to ride in bike lanes carefully to where I’m not too close to opening car doors or too far in the way of passing cars.”

- Damu Curtis (excerpt from Bike Easy Blogpost)

DAMU'S WORK PLAN

Bike rides (Spring 2015)

Damu requested that more bike rides be incorporated into her work at Bike Easy

“My favorite part is the working and learning part. I get to go on bike rides...I also get to tour my city a little.”

– Bike Easy blogpost



DAMU'S WORK PLAN – SUPPORT STAFF

- **GRoW Saturdays Bike Clinic (March 2015)** - event support and supervised youth mechanics station
- **Walk & Roll to School Kickoff Ride & Event (May 2015)** - event support, outreach with NOLA Women on Bikes, and group ride support
- **Stallings Park Community Fest (May 2015)** - outreach and education to youth and adults at Rec Dept sponsored event
- **Summer CampX (June 2015)** - youth leader and ride support for middle school 'Bicycle Explorers'

DAMU'S WORK PLAN – PROJECT LEAD

Bike Light Interventions (Spring 2015) –

- Researched the University of New Orleans Annual Bicycle Count
- Determined locations for public outreach, safety education, and distribution of bike lights to random riders



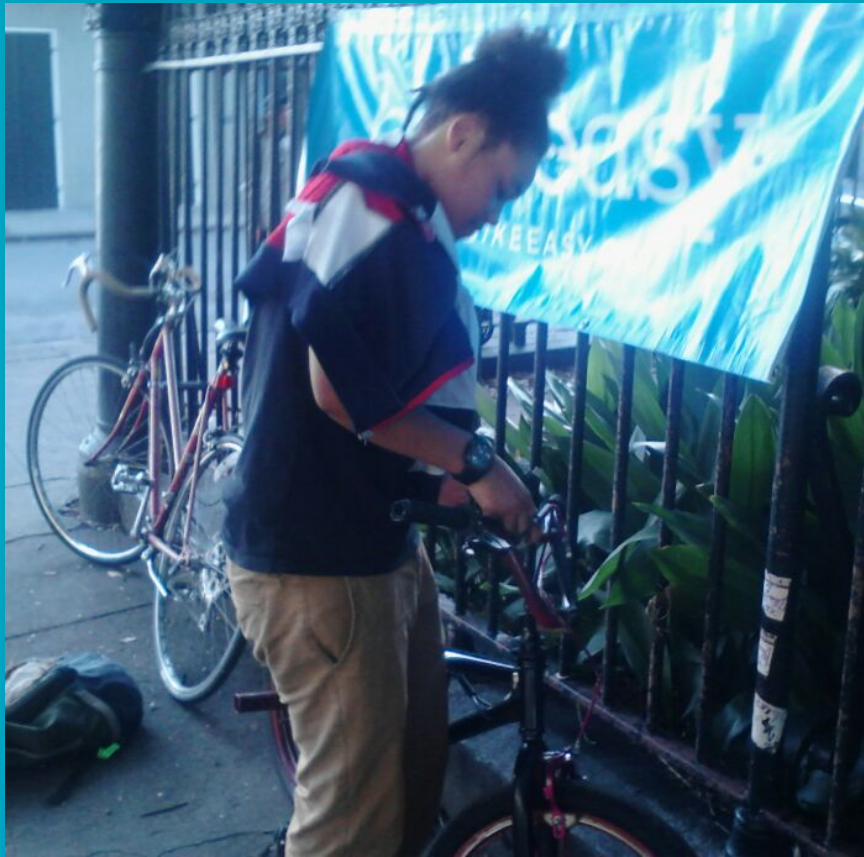
LESSONS LEARNED

- Clear understanding of partner expectations
 - A. Develop agreements and goals early in the partners' working relationships
 - B. Revisit terms regularly & amend as needed to be adaptive to changing circumstances
- Organizational capacities
 - A. Build in staff time for specialized & dedicated oversight – i.e. coordination of logistics for transportation
 - B. Maintain adaptive work plans with youth interns

LESSONS LEARNED (cont)

- Youth intern context & background
 - A. Research backgrounds of youth as much as possible to be aware of personal context, challenges, and opportunities
 - B. Establish clear expectations for communication around scheduling, absences, etc
 - C. Create close working relationship with organization that provides youth services to support the variety of situations that may arise for the youth employees

RECOMMENDATIONS FOR PROJECT SUCCESS



Identify a clear vision for impact of project for the organization & for the youth participant(s)

- Project supports Damu's individual career development
- The long term impact is to foster a youth platform in the New Orleans bicycle culture

RECOMMENDATIONS FOR PROJECT SUCCESS (cont)

- Use your resources
 - Array of youth services are critical in providing support for at risk youth to have successful internship experience – apply partner assets!
 - Leverage existing programming, funding and commodities
- Know your audience
 - Goal setting, maintaining interest & schedules
 - Establish relationships with adult allies of the youth interns if possible

GOING FORWARD

NOLA WOMEN ON BIKES

- Continue partnering with youth groups and subject matter experts to create opportunities for young women in New Orleans
- Leverage grant funding and crowd-funding to increase future employment opportunities for young women in bicycle-related industries

GOING FORWARD (cont)

YOUTH EMPOWERMENT PROJECT

- Create resource guide about employing at risk youth for future partnerships to increase success rate for placements
- Use lessons learned from previous placements to continue providing pertinent youth services during placements

BIKE EASY

- Expanding partnership with YEP to provide youth employment opportunities in bicycle advocacy
- Continue to secure funding for community led initiatives in bicycle advocacy – i.e. bike facility planning processes

DAMU'S NEXT STEPS

Bike Easy Youth Ambassador Program Assistant

- Summer Internship – 2015
- Youth leader for bicycle advocacy & leadership training program

TS101 training completed

- Training provided at YEP
- Damu also earned a bicycle through this training

High School Graduation – May 2016

RESOURCES

“New Orleans 2013 Pedestrian and Bicycle Count Report” – Pedestrian Bicycle Resource Initiative, July 2013.

“Engaging Youth in Bicycle Advocacy,”
Devlynn Chen – League of American Bicyclists, November 2013.

“After School Matters Junior Ambassador Program Instructor Manual,” – After School Matters, no date.

QUESTIONS??