



# Active Mobility Community Ambassadors *Playbook*



Land Transport & Authority  
We Keep Your World *Moving*

*Last updated November 2022. The information is accurate at the time of publication.*

# Foreword

Dear Active Mobility Community Ambassadors,

Thank you for your dedication and efforts in championing active mobility (AM) in so many different ways within your communities.

The Active Mobility Patrol (AMP) scheme was first introduced in 2016 to support volunteers from grassroots organisations (GROs) and non-governmental organisations (NGOs) to promote AM in the community.

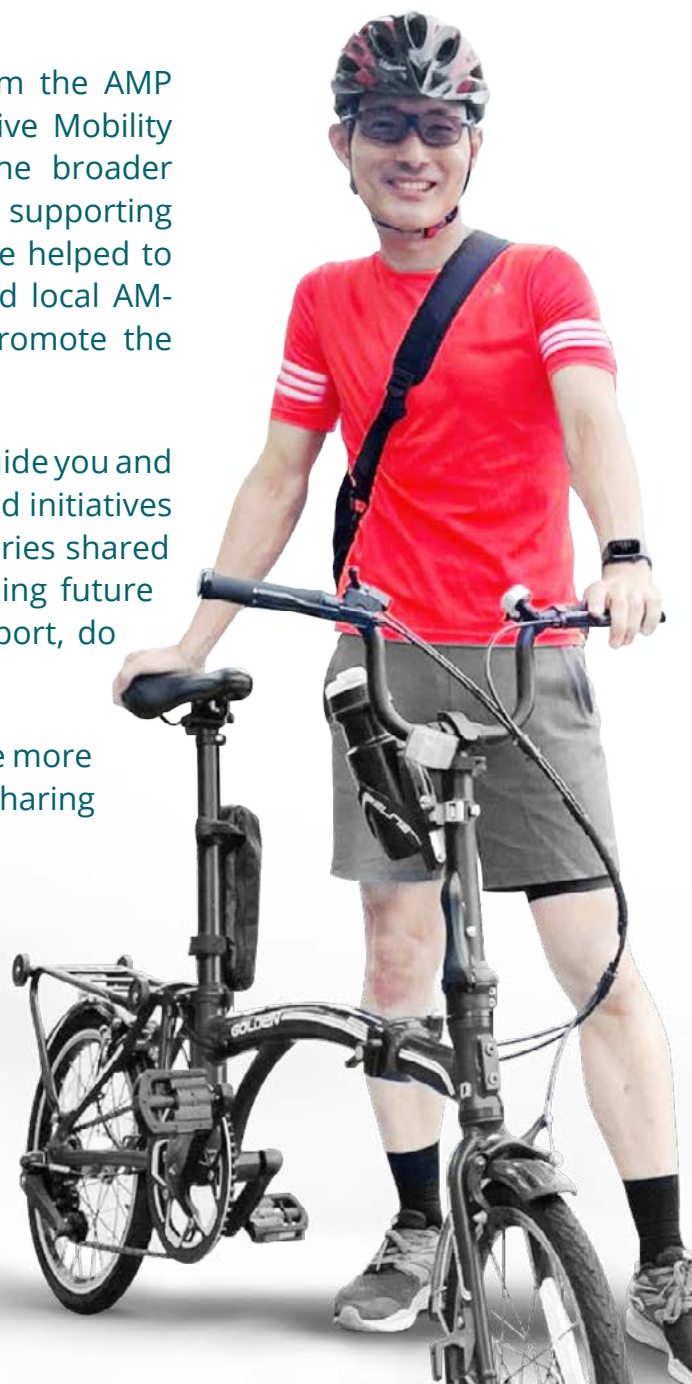
This year, in consultation with representatives from the AMP teams, we have renamed the AMP scheme as Active Mobility Community Ambassadors (AMCA). This reflects the broader scope of activities that you have been undertaking in supporting AM. Beyond regular neighbourhood patrols, you have helped to organise education and engagement efforts, tackled local AM-related issues, and adopted innovative ways to promote the gracious and safe use of AM.

LTA has put together this Playbook as a resource to guide you and your fellow team members on the various AM-related initiatives that you can consider. I hope that the ideas and stories shared in this Playbook will help and inspire you in planning future AM-related initiatives. If you need any further support, do let us know.

Let us work together to encourage all path users to be more gracious and build a culture of safe and responsible sharing of public spaces.

  
**Mr. Baey Yam Keng**

Senior Parliamentary Secretary,  
Ministry of Transport  
*Chairman, Active Mobility Advisory Panel*



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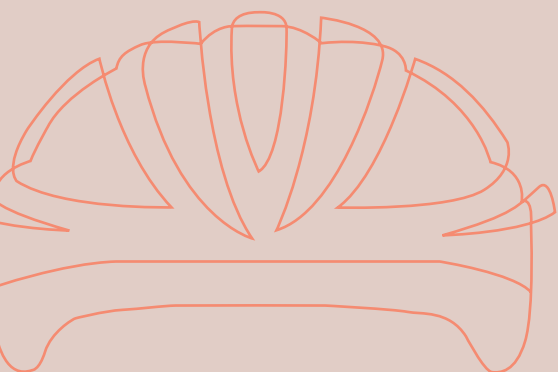
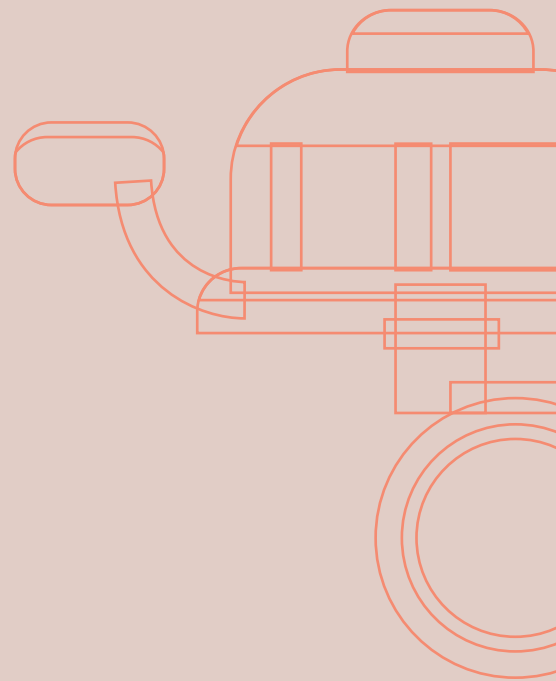
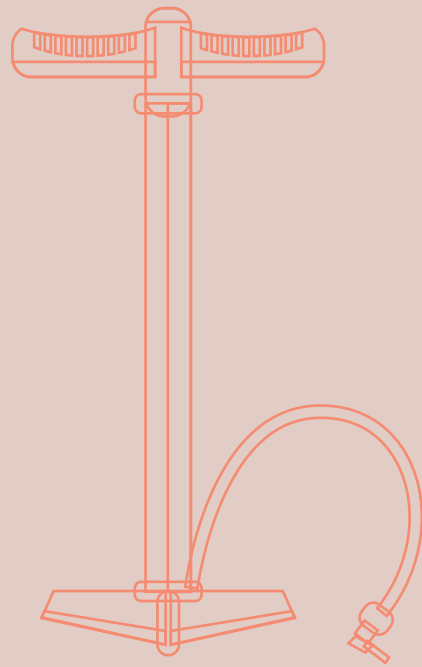
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# Education & Engagement Initiatives

This section comprises a list of physical, virtual and hybrid (physical/virtual) initiatives that you can implement to promote AM and build a culture of safe and gracious path sharing in the community. The suggested frequency and resources/preparation works required for each initiative is only a guide.

This is not an exhaustive list. Teams are encouraged to brainstorm and explore what works best for your community and target audience!



# PHYSICAL INITIATIVES INVOLVING FACE-TO-FACE INTERACTIONS



Physical engagement brings people together and strengthens the connection between your team and the community. This section lists ideas on conducting face-to-face outreach to the community. Some of these ideas could also be adapted and done in a virtual/hybrid format.

**Important:** For the safety of AMCA teams and the community, please adhere to the prevailing safe management measures (SMMs) and public health guidelines when conducting any AMCA initiative.

## Organise a cycling tour around the estate

### SUGGESTED FREQUENCY:

Once every 2 months

### RESOURCES REQUIRED/PREPARATION:

- Determine cycling route and conduct recce to ensure route is suitable, and identifying any useful information or potential problems (e.g. nearest shelter, path condition) along the route
- Wet weather plan
- Registration form (e.g. use Google Forms, QR code)
- Publicity materials (e.g. posters, social media posts)



### Cycling trips by Bukit Batok AMCA Team

Having observed an increased interest in cycling during the pandemic, the Bukit Batok team set up a cycling interest group in January 2021 to connect with residents through monthly cycling trips (held in accordance with the prevailing safe management measures). Briefings on AM safety were conducted before the start of each trip. To further support cyclists, the team also installed a bicycle repair stand that provides convenient tools such as a bicycle tyre lever and a bicycle pump for residents to do simple repair and maintenance works. The stand is regularly maintained by volunteers from the Bukit Batok AMCA team and Bukit Batok Zone 11 Residents' Network (RN).



The bicycle repair stand was funded on the South West Eco Fund under the South West Community Development Council (CDC) to support ground-up initiatives on environmental sustainability.

The Bukit Batok AMCA team implements interesting and useful AM initiatives in the community.



Find ways to create awareness of AM during events. For example, share safety messages at the start of the event, put them into practice and lead by example!



## Organise regular walkabouts with AMCA team to conduct outreach to residents at hotspots

### SUGGESTED FREQUENCY:

Once a month

### RESOURCES REQUIRED/PREPARATION:

- Patrol equipment (e.g. bicycles, bicycle lights, torchlights)
- AMCA uniform (e.g. caps, vests)
- Educational materials (e.g. flyers) and gifts/souvenirs



Download MyTransport.SG mobile app to share your observations and feedback to LTA directly!

## Organise Confidence on Wheels (CW)\* sessions

*\*CW is a 45-minute programme educating AM users on the proper use of AM infrastructure, practical safe riding skills, and the rules and code of conduct governing the use of AM devices in Singapore. The programme is fully subsidised by LTA.*

### SUGGESTED FREQUENCY:

Twice a year

### RESOURCES REQUIRED/PREPARATION:

- AMCA teams under grassroots organisations (GRO) can email your respective LTA Community Partnerships (CPN) manager for more information about organising CW for the community
- AMCA teams under non-grassroots groups can submit your enquiries and requests to [amca@lta.gov.sg](mailto:amca@lta.gov.sg)
- For more details, visit <https://go.gov.sg/cw>



### Scoot to Shoot by Tanjong Pagar-Tiong Bahru AMCA Team



*Participants were enthusiastic throughout the event.*



Keen to promote the responsible use of AM within the community in a fun way, the Tanjong Pagar-Tiong Bahru team conceptualised and put together 'Scoot to Shoot' event in 2018. First, participants learnt AM rules and safe riding tips by taking part in the Safe Riding Programme (SRP)\*. With the knowledge and skills acquired from the SRP, participants then headed downtown on their AM devices for a ride and submitted their snaps for a photo competition. This event attracted over 200 participants in total. Other than receiving the Active Mobility Safety Advocate Award 2019 Certificate of Merit presented by LTA, the team was also recognised in the Community category of the Municipal Services Award 2019 given out by the Municipal Services Office.

*\*Rebranded as Confidence on Wheels since December 2021.*

## Organise an AM Day or AM Week to promote the use of AM modes, such as sharing the benefits of AM and how cycling paths in your neighbourhood help people get around more easily



Celebrated on 22 September each year, Car-Free Day encourages motorists to avoid using their vehicles for a day and highlights the benefits of going car-free. Consider holding AM promotional activities in support of the annual Car-Free Day and profile AM as a green mode of transport!

### SUGGESTED FREQUENCY:

Once a year

### RESOURCES REQUIRED/PREPARATION:

- Combine and line up a series of AM-related initiatives for the day/week
- Publicity materials (e.g. posters, social media posts)
- Educational materials (e.g. flyers) and gifts/souvenirs



## Conduct AM-related talks (e.g. safe sharing of paths) for the community



### SUGGESTED FREQUENCY:

Twice a year

### RESOURCES REQUIRED/PREPARATION:

- Registration form (e.g. use Google Forms, QR code)
- Publicity materials (e.g. posters, social media posts)
- Technical equipment (e.g. laptop, projector, or virtual meeting platform such as Zoom)
- Presentation slides/videos (produce and customise your own resources, check out LTA's social media platforms for AM videos, or request for resources via your respective CPN managers)
- Educational materials (e.g. flyers) and gifts/souvenirs



## Design AM-related games or quizzes for use at events or talks

### SUGGESTED FREQUENCY:

Ad-hoc

### RESOURCES REQUIRED/PREPARATION:

- See *Useful Resources* for links to educational materials to help you craft your games or quizzes

## Set up an AM-related booth at a community event

### SUGGESTED FREQUENCY:

Twice a year

### RESOURCES REQUIRED/PREPARATION:

- Games/quizzes
- Educational materials (e.g. flyers) and gifts/souvenirs

## Put up an AM-related skit at a community event

### SUGGESTED FREQUENCY:

Once a year

### RESOURCES REQUIRED/PREPARATION:

- Key AM messages to be incorporated in script
- Props
- Educational materials (e.g. flyers) and gifts/souvenirs



### Active Mobility Skit by Ayer Rajah\* AMCA Team

To create awareness on AM issues within their estate, the Ayer Rajah team put together a skit performance to promote safe riding practices in 2018. The team members worked closely to craft messages for the skit and spent time rehearsing together. Grassroots Adviser Ms Foo Mee Har also made a special appearance at the end of the skit to remind residents to be safe and considerate AM users. The informative and engaging skit received positive feedback from the audience of about 500 residents.



The team performed a short skit as part of Community Emergency and Engagement Committee (C2E) event to highlight the importance of safe riding habits.



\*Renamed as Ayer Rajah-Gek Poh since 1 September 2020.

**Produce and distribute educational materials (e.g. flyers, brochures) and gifts/souvenirs (e.g. towels, water bottles, caps) incorporated with AM messages which AM device users will likely use during their activities**

**SUGGESTED FREQUENCY:**

Ad-hoc

**RESOURCES REQUIRED/PREPARATION:**

**Sample messages**

- Be a gracious and safe rider
- Keep left on paths
- Path safety starts with me
- Stay within speed limits
- Give way to one another



**Purchase and distribute accessories useful for AM device users to promote healthy safe riding practices**

**SUGGESTED FREQUENCY:**

Ad-hoc

**RESOURCES REQUIRED/PREPARATION:**

- E.g. bicycle lights, bicycle bells

**Incorporate AM messages in emcees' scripts**

**SUGGESTED FREQUENCY:**

Ad-hoc

**RESOURCES REQUIRED/PREPARATION:**

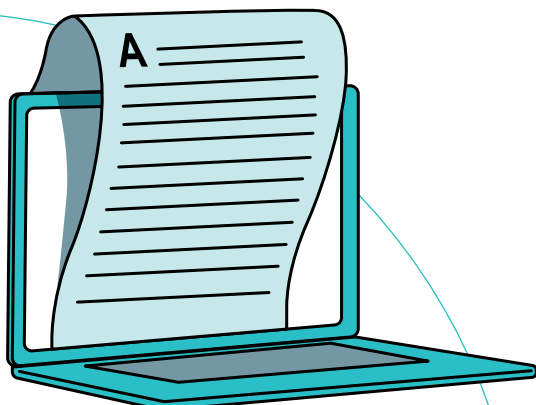
**Sample messages**

***At the start of the event***

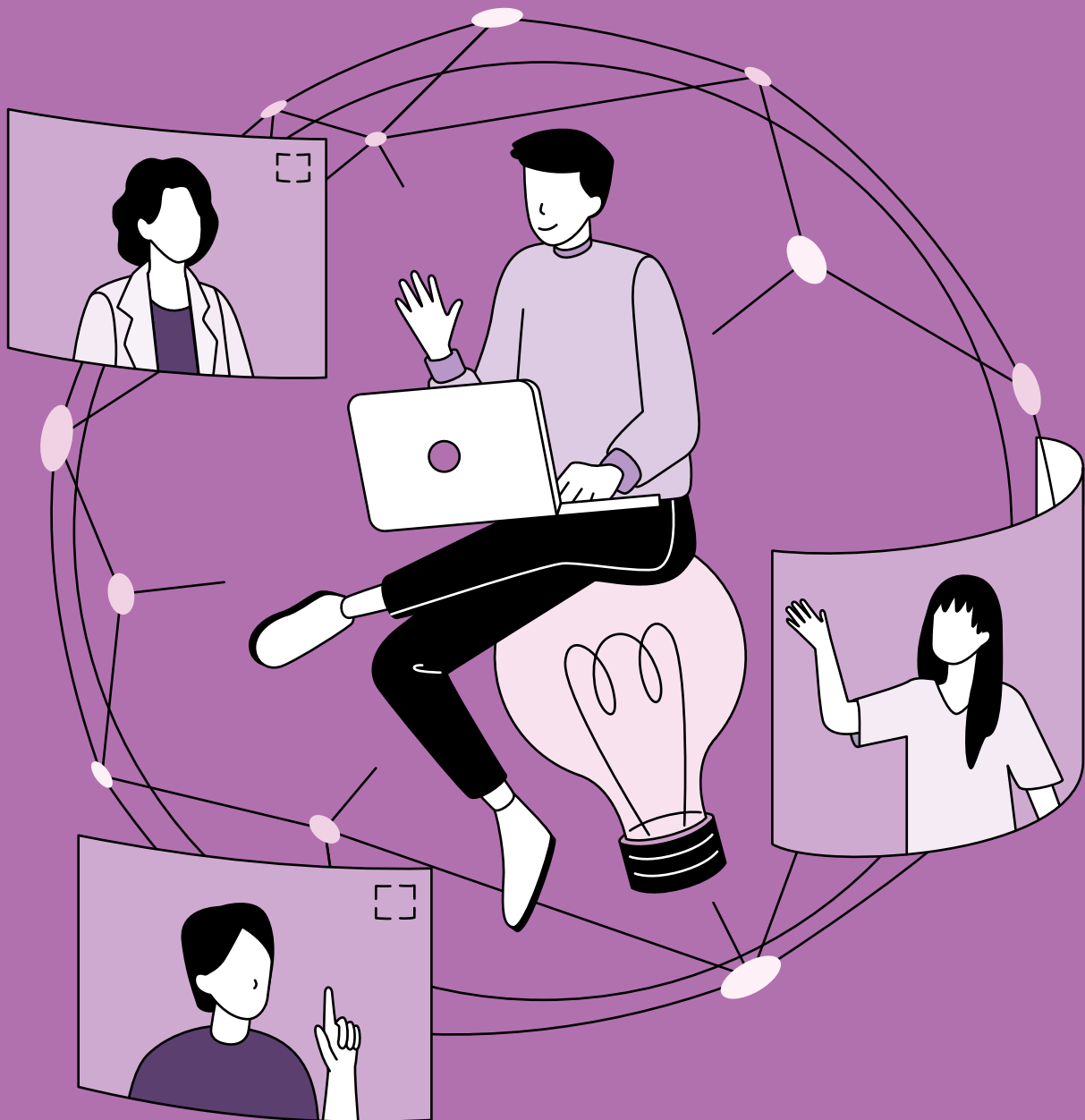
- If you used a shared bike to get to the event today, please remember to park the shared bike at designated parking locations, and keep our paths neat and free of obstruction for all path users.

***At the end of the event***

- We wish you a safe and pleasant journey home. Here's a reminder to stay alert and not use your mobile phones while you are riding on paths and roads.



# VIRTUAL INITIATIVES



As more people turn to online resources for information, networking, and leisure, AMCA teams can make use of online tools to reach out to the community effectively. This section lists some possible ideas on conducting outreach to the community virtually.

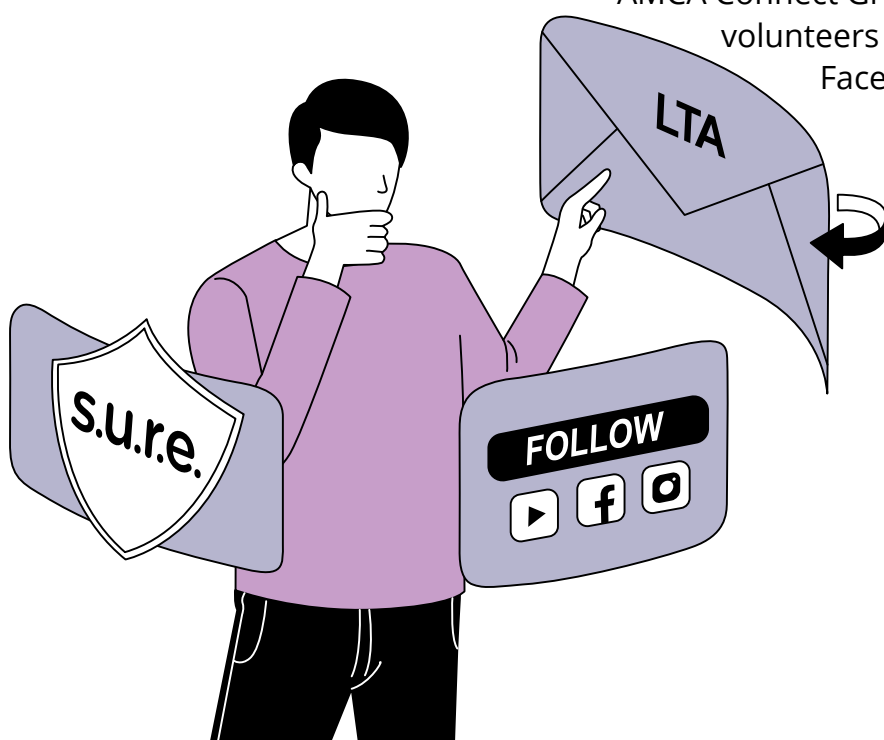
## Make use of social media and online resources to share the latest AM information on a regular basis with your community and audience

### SUGGESTED FREQUENCY:

Ad-hoc

### RESOURCES REQUIRED/PREPARATION:

- Follow social media pages such as LTA's official social media channels, Move Happy SG Facebook page (refer to *Useful Resources* for the links)
- Encourage residents to follow/join reliable AM-related pages/groups
- Encourage AMCA team members to join the AMCA Connect Group, a private group for AMCA volunteers and selected LTA officers on Facebook
- Forward relevant information sent to you by LTA to your fellow AMCA volunteers and residents via platforms such as WhatsApp and Telegram, and encourage them to share with their networks to create a stronger impact



- To safeguard against online falsehoods, apply the National Library Board (NLB)'s Source, Understand, Research, Evaluation (S.U.R.E.) steps
  - 1 Source: Look at its origins. Are they trustworthy?** Make sure that the source of information is credible and reliable.
  - 2 Understand: Know what you're reading. Search for clarity.** Look for facts rather than opinions. Question personal biases.
  - 3 Research: Dig deeper. Go beyond the initial source.** Investigate thoroughly before making a conclusion. Check and compare with multiple sources.
  - 4 Evaluate: Find the balance. Exercise fair judgement.** Look from different angles. There are at least two sides to every story.

*Credits: National Library Board*

- If you are still uncertain of the source and information, please approach LTA for verification to avoid spreading false information.

**Produce, customise, and upload infographics and videos incorporated with AM messages on social media/ website based on the AM issues/ challenges in your community**

**SUGGESTED FREQUENCY:**

Ad-hoc

**RESOURCES REQUIRED/PREPARATION:**

**Sample messages**

- Keep left on paths
- Slow down when approaching crowded spots
- Stop and look out for incoming traffic before riding across the road
- Please approach LTA to check the accuracy of the content before publication

**Organise AM-related virtual competitions (e.g. design a safe riding poster/comic, hold a photo contest to promote a cycling route)**

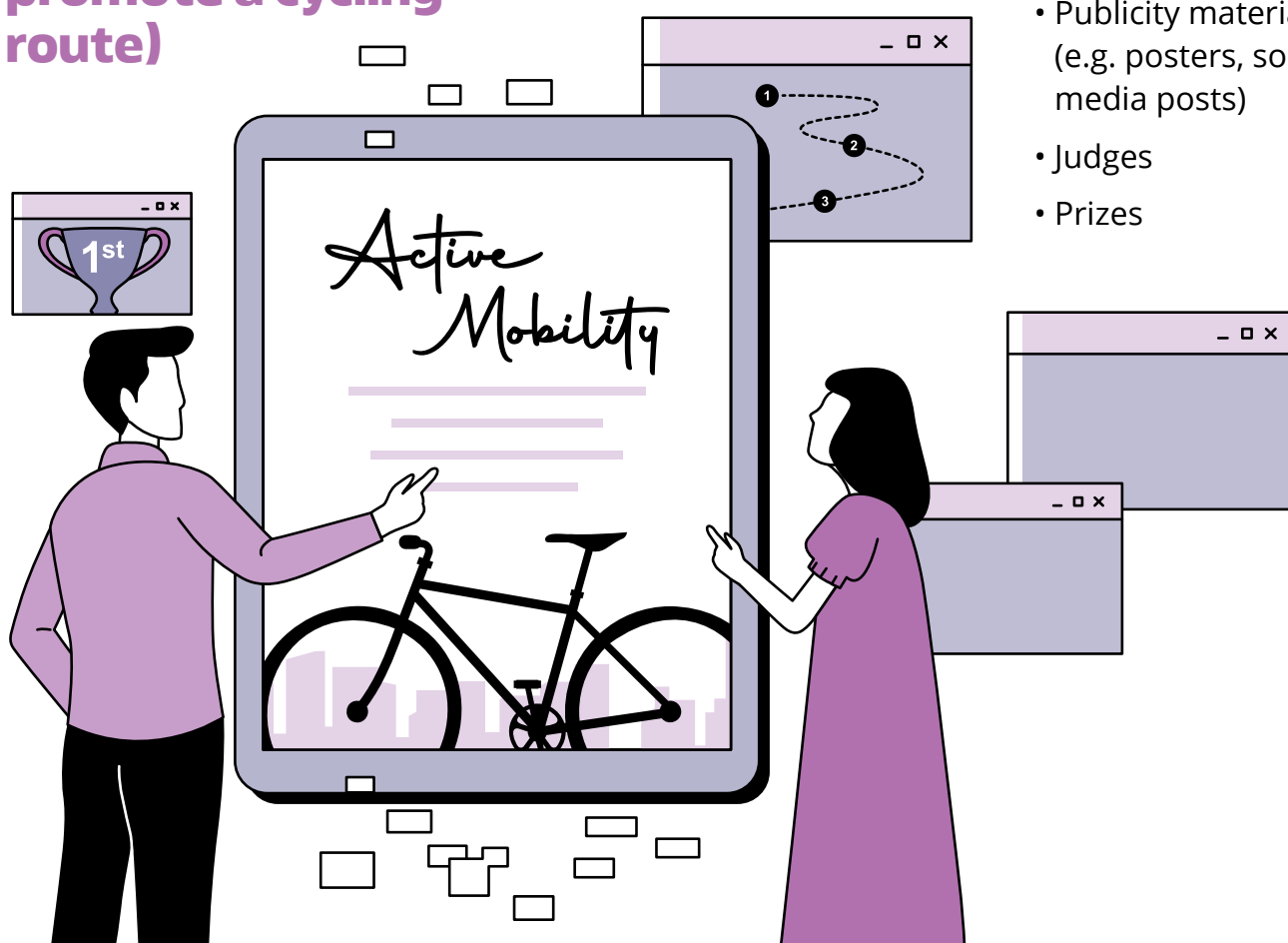
**SUGGESTED FREQUENCY:**

Once a year

**RESOURCES REQUIRED/PREPARATION:**

- Registration form (e.g. use Google Forms, QR code)
- Rules of competition (e.g. theme of competition, submission deadline, number of entries allowed)
- Evaluation criteria (e.g. creativity, call to action)

- Publicity materials (e.g. posters, social media posts)
- Judges
- Prizes





# OTHER PUBLIC EDUCATION AND PROMOTIONAL INITIATIVES



This section contains ideas on public education and promotional initiatives for AMCA teams to consider when developing their engagement strategies.

**Produce AM-related content for educational materials (e.g. community/ Town Council (TC)/Community Development Council (CDC) newsletters, flyers, and posters) which are shared with the community (e.g. mail distribution, placement on notice boards, or virtually on social media/ websites/WhatsApp)**

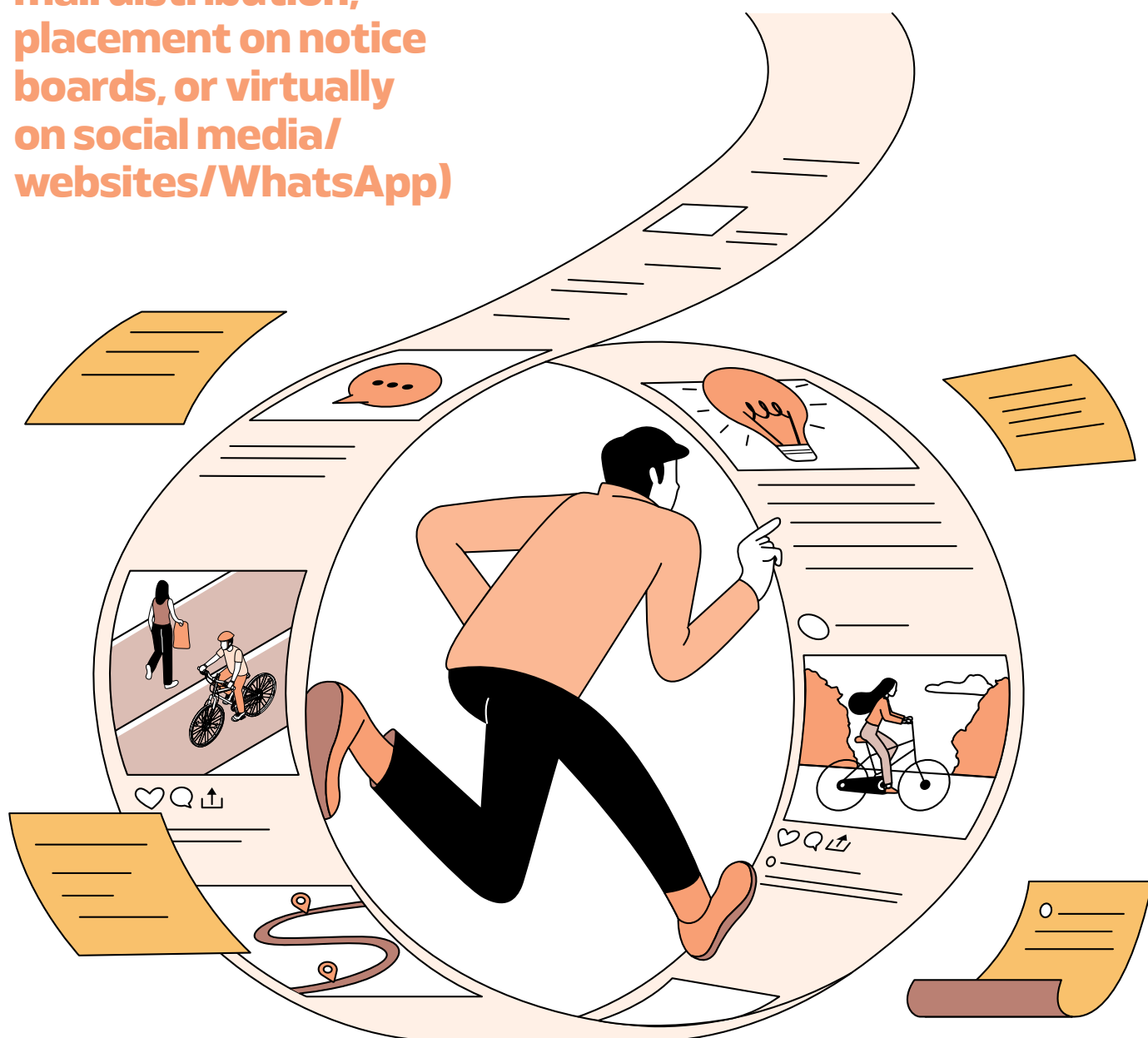
**SUGGESTED FREQUENCY:**

Twice a year

**RESOURCES REQUIRED/PREPARATION:**

**Possible content**

- Tips for safe riding
- Latest AM rules and developments (See *Useful Resources* for links to get the latest AM information)
- Interview with AMCA team members
- Sharing of past and upcoming AM events
- Interesting routes to explore in your neighbourhood



**Produce and put up/distribute publicity collaterals in the community to promote AM messages (e.g. banners, standees) to remind riders to ride safely in specific problem areas within your community, or to promote gracious behaviour between various public path users (pedestrians and AM users)**

#### **SUGGESTED FREQUENCY:**

Ad-hoc

#### **RESOURCES REQUIRED/PREPARATION:**

##### **Sample messages**

- Keep left on paths
- Slow down when approaching crowded spots
- Stop and look out for incoming traffic before riding across the road
- Please seek approval from the relevant authorities (e.g. Town Councils) before project implementation, where necessary



*Educational standees are placed around the neighborhood to remind residents of the latest AM rules and regulations.*



**Educational Standees  
by Braddell Heights  
AMCA Team**

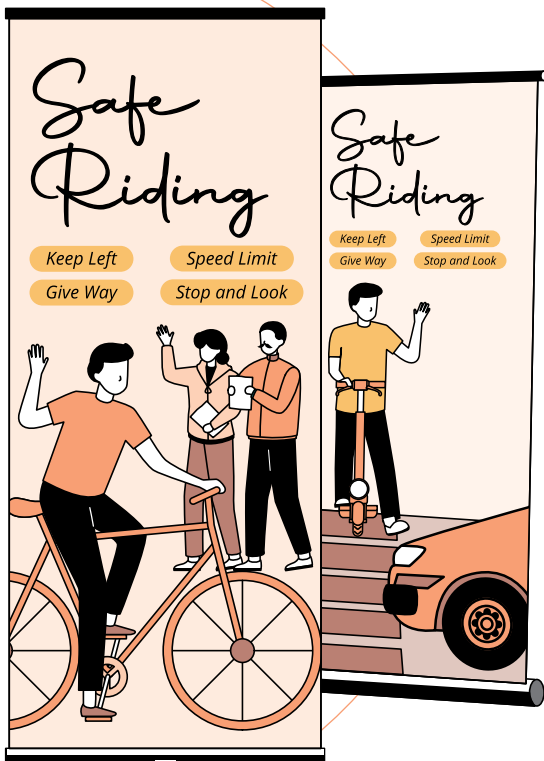
In 2019, the Braddell Heights team created life-sized waterproof standees with AM messages to provide 24/7 presence at key areas within the constituency. The standees feature AMCA team members with an AM device and have acrylic holders for the team to easily add and replace posters. During the pandemic, the team continued to update the messages on the standees and position them at places with more AM device users. The standees have reached an estimated 10,000 residents and the team plans to refresh the standees over the next few years. The team received the LTA Active Mobility Safety Advocate Award 2020 Certificate of Excellence for this novel initiative.

**Incorporate AM messages in various community event publicity materials (e.g. event banners, posters)**

**Format could also be virtual (e.g. upload publicity materials on social media/ website)**



**The Cage by Nee Soon Central AMCA Team**



### **SUGGESTED FREQUENCY:**

Ad-hoc

### **RESOURCES REQUIRED/PREPARATION:**

#### **Sample messages**

- Stay active! Walk or cycle to the event venue
- Just a 5-min walk away from <<event venue>> (use existing infrastructure to guide participants to the event venue)

### **COMBINE DIFFERENT IDEAS INTO A BIGGER AM PROJECT!**

In 2018, the Nee Soon Central team worked with various agencies (LTA, People's Association, National Parks Board, Nee Soon Town Council and Singapore Police Force) to initiate the community-led bicycle education project with the aim of reducing the number of indiscriminately parked bicycles in the estate.

A month before the project commenced, the team put up educational banners at areas where there were frequent occurrences of indiscriminate parking. To create greater awareness, the team also tagged advisories on these bicycles for two days. Bicycles that remained were then relocated to the Nee Soon Town Council office. Due to insufficient storage space at the office, the team had to brainstorm and source for alternatives. The team eventually found a suitable piece of land, which they renamed as 'The Cage' to store the bicycles. Notices informing owners (whose bicycles have been relocated) on how they could retrieve their bicycles from The Cage were put up. The team also took the opportunity to educate users on good cycling and parking habits when returning the bicycles to their rightful owners.



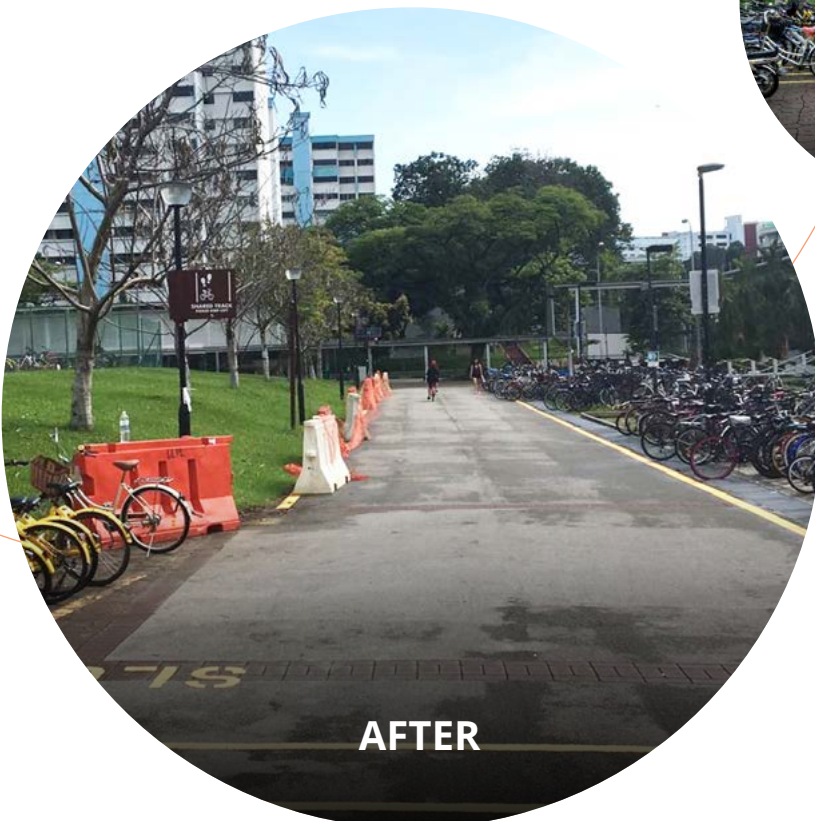
The innovative project won the team numerous accolades including the Land Transport Excellence Awards 2019 Friend of Land Transport and the Active Mobility Safety Advocate Award 2019 Certificate of Excellence, both presented by LTA. For their active and strong ground-up efforts, the team was also recognised by the Municipal Services Office and received an award under the Municipal Services Award 2019 Community category.



*Volunteers tagging indiscriminately parked bicycles (above) before relocating them to The Cage (right).*



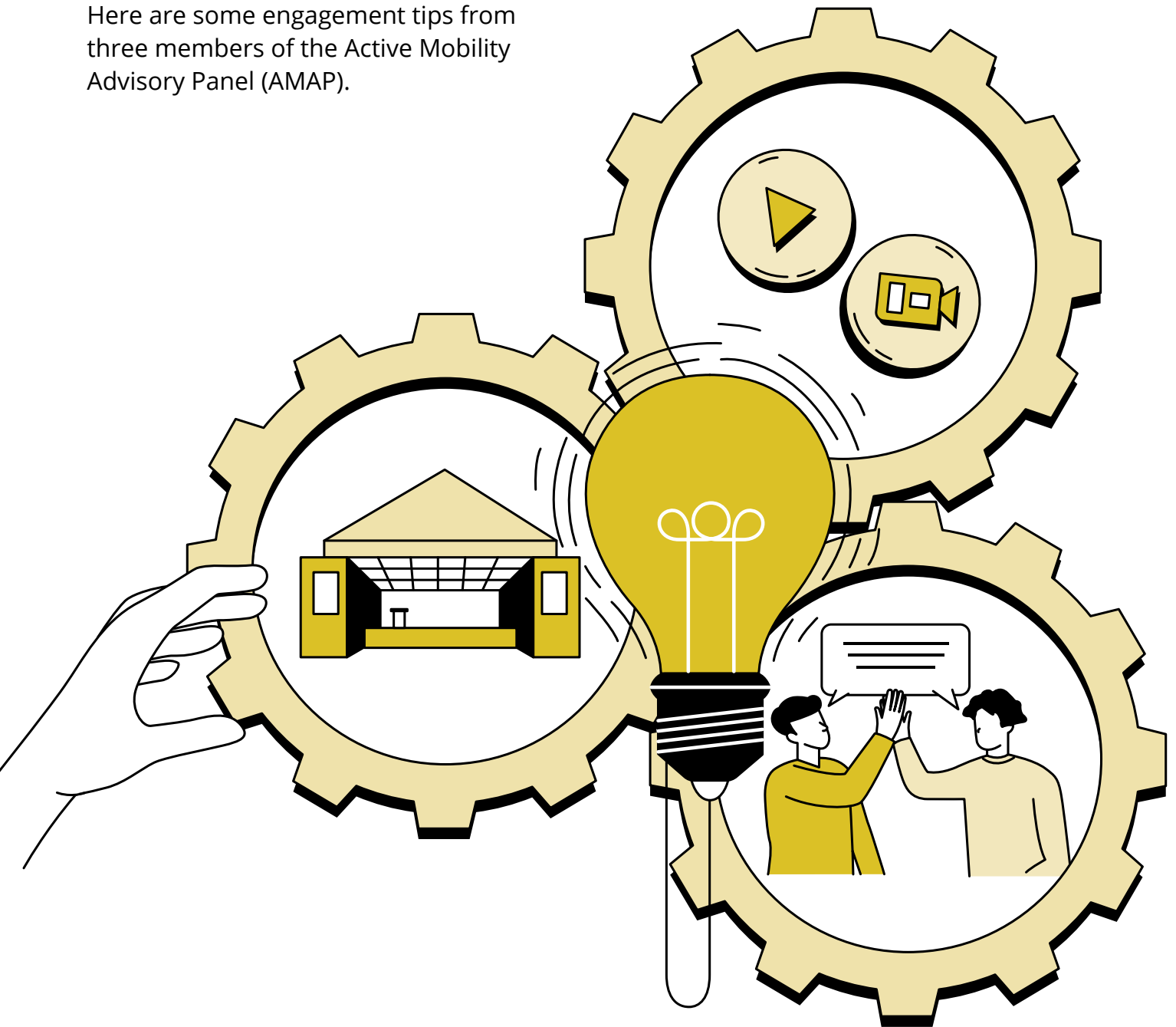
*After the project started, users parked their devices properly and there was a vast reduction in the number of indiscriminately parked bicycles in public spaces.*





# Engagement Tips

Here are some engagement tips from three members of the Active Mobility Advisory Panel (AMAP).



## About Active Mobility Advisory Panel

Set up in July 2015, the panel conducts regular reviews of active mobility regulations and guidelines to ensure that common spaces including footpaths, cycling paths and roads can be shared safely and harmoniously. The panel comprises representatives from key stakeholder groups such as seniors, youths, cyclists, motorists, users of personal mobility devices (PMDs), grassroots leaders and government bodies to provide a holistic and balanced approach towards AM.

# Develop Your Engagement K.I.T!



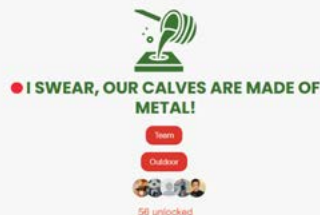
**Dr. James Goh, PBM**  
Immediate Past Chairperson  
*People's Association Youth Movement  
Central Youth Council*

## **K**now what attracts audiences

Residents enjoy entertaining content such as performances and participating in competitions and contests. For instance, to promote environmental sustainability, the People's Association Youth Movement organised the #PAYM50GREEN virtual challenge where participants form teams to complete activities such as cycling, walking, and running to earn badges and rewards.



This achievement will be awarded to the TOP 10 TEAMS with the highest average outdoor running & walking distance.



This achievement will be awarded to the TOP 10 TEAMS with the highest average outdoor cycling distance.



This achievement will be awarded to the TOP 5 YN | YEC with the highest carbon footprint saved during the whole duration of the challenge.

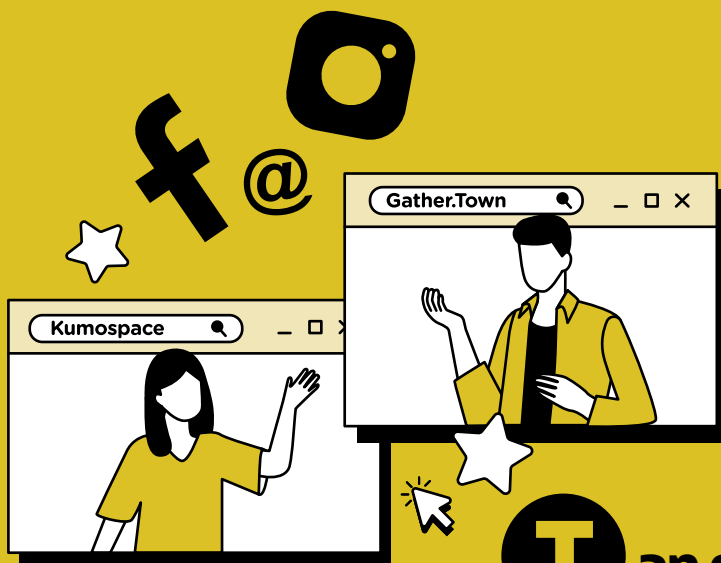
*Friendly competition and interesting tasks attracted many youths to participate in the #PAYM50GREEN challenge. (Photo source: Togoparts)*



**Teams can also consider getting micro influencers to be emcees or performers at your events to boost the event crowd.**

## **I**ncorporate different elements within the event

Everyone loves a fun and interesting event! Inject some novelty while embedding AM messages within the event can be an effective way to generate interest and promote the relevant messages. One example is to promote safe riding practices while getting residents to complete a cycling challenge.



## **T**ap on new platforms

The online world is expanding rapidly. Besides Facebook and Instagram, many new platforms like Gather.Town and Kumospace have emerged in recent years. Consider tapping on these platforms to expand your reach to more audiences, particularly youths.

# Engaging Seniors Virtually



**Mr Koh Juay Meng, PBM**  
Chairman

*RSVP Singapore The Organisation of Senior Volunteers*

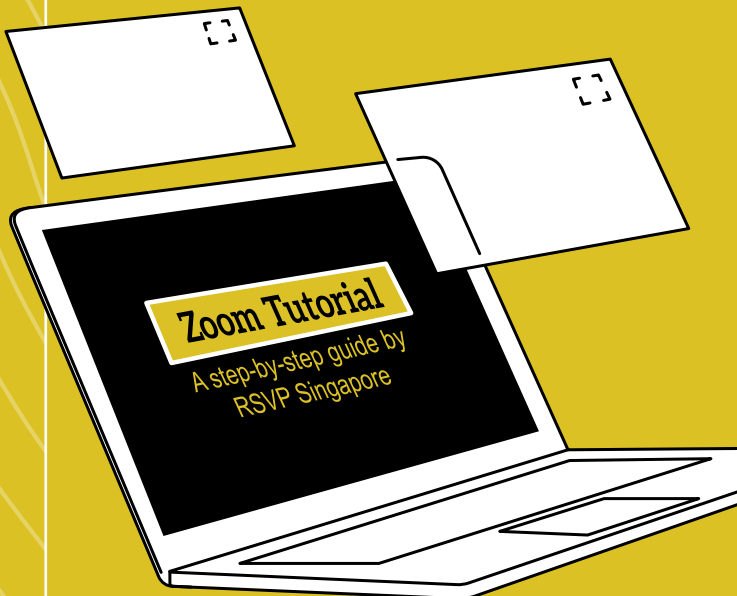
To engage the seniors during COVID-19, RSVP Singapore shifted its outreach activities to online platforms. To help seniors who are less tech-savvy, RSVP Singapore produced a video to guide seniors on how to use Zoom. RSVP Singapore also dubbed the video in Mandarin and dialects such as Hokkien and Cantonese to expand their reach to more seniors.

Since then, the organisation has successfully conducted many online activities ranging from cooking sessions to workout activities for seniors.



**How can you adapt RSVP Singapore's success story and apply it to promote active mobility?**

Check out the detailed Zoom tutorial on RSVP Singapore's YouTube channel!



English



Mandarin



Hokkien



Cantonese

# Use a Different Perspective to Promote Active Mobility



**Mr Steven Lim**  
President  
*Safe Cycling Task Force*

Volunteers may tend to identify, approach and correct users who exhibit wrong or unsafe behaviour in our public spaces. Instead of focusing attention solely on this group of users, volunteers can also **recognise users who display positive and commendable behaviour**. For instance, if you and your team encounter a user who dismounts and pushes his/her device at a crowded spot during your regular walkabout, approach the user and thank him/her for the positive behaviour. Not only would this reinforce his/her good habits, the user may feel motivated to spread the path and road safety messages to his/her family and friends.

Ask for permission to take a photo of the user and upload his/her story to social media to promote positive vibes within the community. You can even give him/her a small token of appreciation. By creating a friendly atmosphere, it is easier for volunteers to disseminate AM messages and share other best practices with the user.





# Useful Resources

## Links

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### LTA'S LATEST EDUCATIONAL MATERIALS

Download the most up-to-date brochures and posters.

 <https://go.gov.sg/am-education>



### RULES AND REGULATIONS

Unsure of prevailing AM rules and guidelines? This page on the LTA website summarises what you need to know.

 <https://go.gov.sg/amrules>

## Social Media Channels

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### LAND TRANSPORT AUTHORITY - WE KEEP YOUR WORLD MOVING FACEBOOK PAGE

Stay updated with all matters related to land transport developments in Singapore.

 <https://www.facebook.com/WeKeepYourWorldMoving/>



### MOVE HAPPY SG FACEBOOK PAGE

Like and follow this page to receive the latest AM information and safe riding tips.

 <https://www.facebook.com/MoveHappySG>



### AMCA CONNECT GROUP

Join the private Facebook group for AMCA volunteers to receive latest updates on AM developments, public engagement tips, and more.

*Please check with your AMCA team leader for the six-digit registration code to join the group.*

 <https://www.facebook.com/groups/ampconnect>



For any queries related to AMCA, please email [\*\*amca@lta.gov.sg\*\*](mailto:amca@lta.gov.sg).

Special thanks to the following:

AMCA teams *(in alphabetical order)*:

- Ayer Rajah-Gek Poh
- Braddell Heights
- Bukit Batok
- Nee Soon Central
- Tanjong Pagar-Tiong Bahru

AMAP members *(in alphabetical order)*:

- Dr James Goh, PBM
- Mr Koh Juay Meng, PBM
- Mr Steven Lim

for your support and contributions towards the development of the AMCA Playbook.