



BICYCLE FRIENDLY UNIVERSITY

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

SANTA BARBARA, CA



Feedback Report

CONGRATULATIONS! THE LEAGUE OF AMERICAN BICYCLISTS HAS DESIGNATED UNIVERSITY OF CALIFORNIA, SANTA BARBARA AS A BICYCLE FRIENDLY UNIVERSITY AT THE PLATINUM LEVEL. Reviewers were very pleased to see the current efforts and dedication to promoting cycling for transportation and recreation on your campus. Congratulations on your leadership!

CAMPUS PROFILE

BIKE PROGRAM WEBSITE: <http://TAP.ucsb.edu>

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
National/Regional University	26,421	58%	3	100%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	CAMPUS SIZE
Suburban	5,529	3 miles	7.4	1,127 Acres

Below, reviewers provided key recommendations to further promote bicycling at University of California, Santa Barbara along with a menu of additional pro-cycling measures that can be implemented in the short and long term. We strongly encourage you to use this feedback to build on your momentum and continue to improve your campus for bicyclists.

There may also be initiatives, programs, and facilities that are not mentioned here that would benefit your bicycling culture, so please continue to try new things to increase your ridership, safety, and awareness!

HIGHLIGHTS OF UNIVERSITY OF CALIFORNIA, SANTA BARBARA'S 2023 BFU APPLICATION INCLUDE:

- » *Associated Students Bicycle Committee*
- » *Associated Students Bicycle Shop (in new location in Fall 2023!)*
- » *Fall Bicycle Light Giveaway*
- » *Bicycle Ticket Diversion Program*
- » *Classes such as EZ Bike Workshop and Womens Bike Mechanic Repair workshop*
- » *Reintroducing Learn-at-Lunch bicycle commuting workshops for the 2023-2024 academic year*
- » *Approximately \$356,000 per year is designated for the continuous enhancement and upkeep of UCSB's bicycle infrastructure*

KEY STEPS TO IMPROVE:

- » *Conduct an accessibility audit in partnership with cyclists with disabilities and the Disable Students Program (DSP) Office to identify any changes that may be needed to current bike parking design standards, to ensure that all Stanford campus bike parking accommodates adaptive cycles. (See Evaluation & Planning)*
- » *Expand educational efforts to reach more students, staff, and faculty annually by offering more classes in a wider variety of topics for both cyclists and motorists. Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach bicycle safety classes. (See Education)*



See the following menu of additional recommendations to learn how your campus can improve in these and other areas to become more bicycle-friendly.

ENGINEERING

Campus Roadway & On-Road Bicycle Network

- » Work with the City and County of Santa Barbara to increase and improve connectivity of the on-road bicycle network on and around your campus. Below are several recommendations for specific infrastructure types to consider to ensure your bike network meets national standards and best practices. Ensure that your campus and community both follow a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » Consider implementing car restrictions or even car-free zones on campus to increase safety by reducing the potential for conflicts between cars and bicyclists and pedestrians.
- » Lower the speed limit to 20 mph on campus streets. Speed has been identified as a key risk factor in road traffic injuries, influencing both the risk of a road traffic crash as well as the severity of the injuries that result from crashes. For instance, pedestrians and cyclists have a 90% chance of survival if hit by a car traveling at a speed of 20 mph or below, but less than a 50% chance of surviving an impact of 30 mph or above. Learn more about speed management techniques from NACTO: bit.ly/NACTO_Speed. The United Nations Road Safety Collaboration developed a Speed Management Manual for policymakers at bit.ly/WHOSpeed. Learn about the League's Slow Roads Saves Lives Campaign and find related resources at: bit.ly/LeagueSlowRoads.
- » Place wayfinding signage at strategic locations around campus. By helping bicyclists more easily and conveniently navigate your campus, you will help them to focus on riding more safely and predictably, for the benefit and safety of everyone. Learn more about bike route wayfinding signage and markings system best practices from NACTO: bit.ly/NACTO_wayfind.
- » Improve bicyclist safety by eliminating or restricting on-street car parking on campus. Car parking lanes can be converted to travel lanes for bicyclists (either buffered or protected bike lanes) and/or can be used to increase bike parking capacity through on-street bike corrals. If campus roads have bike lanes adjacent to on-street car parking, ensure that the travel lanes for bicyclists are wide enough and well-buffered so as to avoid putting riders in the "door zone." If possible, arranging protected bike lanes so that they are located between the parking lane and curb provides greater protection and buffer than arranging bike lanes between car parking and car travel lanes. Removing on-street car parking also provides greater curb access to accommodate multi-use needs especially those with ADA needs.
- » Consider adding speed tables to on-campus streets to calm traffic and reduce the speed of on-campus traffic to levels that are safer for cyclists and pedestrians. Learn more about speed tables from NACTO: bit.ly/NACTO_SpeedTable.
- » Consider converting any existing low-speed/low-traffic streets on campus into bicycle boulevards through additional traffic calming measures. Learn more at bit.ly/NACTOBikeBlvds.
- » Your application indicated that your campus does not have buffered bike lanes or cycle tracks. Consider adding these to your campus where possible. Buffered bike lanes or cycle tracks offer an added layer of protection from conventional bike lanes and raise the comfort level for people bicycling. The buffer separation also allows for curb access and space for a car door to open if the buffered bike lane is next to car parking. Learn more about them at the NACTO website: bit.ly/NACTO_BufferedLanes.
- » Consider creating colored bike lanes on campus to boost



cyclist visibility and improve safety, particularly in conflict areas such as intersections and near on-street car parking. Learn more from NACTO: bit.ly/NACTO_ColorLanes.

- » Consider increasing cyclist safety by adding protected bike lanes or cycle tracks to your campus roads, including by adding physical barriers or additional space to existing painted bike lanes to increase separation and protection. Protected bicycle facilities are particularly critical on higher speed roads and those with higher levels of motor vehicle traffic, to provide low-stress bikeways for all ages and abilities. Check out NACTO's guide to cycle tracks at bit.ly/NACTOCycleTrack.
- » Bike Boxes, typically used at signalized intersections, are a great tool to consider to increase visibility and comfort for people on bikes. Bike boxes can be used to make turning at intersections safer especially where there may be conflicts between motorists and bicyclists. Read more about the benefits and uses of bike boxes on NACTO's website: bit.ly/NACTO_BikeBoxes.
- » Pilot/demonstration projects featuring temporary bike facilities or traffic calming measures can be instrumental ways to show what your vision is for safer streets and improved public spaces on campus. Pilot projects can be especially helpful by gathering feedback and testing out an idea before building a permanent design. Examples of pilots/demonstrations are pop-up bike lanes, parking protected bike lane demonstrations, and a pop-up bike/bus lane. Read about a 2022 pilot project involving separated bike lanes on Stanford's campus here: stanford.io/3uZWJJu. Learn more about pilot/demonstrations in the following resources: Measuring the Impact of Temporary and Pop-up Bike-Ped Infrastructure (bit.ly/EcoCount_PopUp), Pop-Ups for Safe Routes to School (bit.ly/SRTS_PopUp), AARP's Pop-Up Placemaking Tool Kit (AARP.org/Livable-Popup), and Tactical Urbanism Guide (bit.ly/TacticalUrbanismGuide).
- » Consider implementing automated (e.g. camera or

video) speed enforcement for motor vehicles on your campus roads, and/or work with your local community to do the same on roads on and around your campus. When considering this mechanism, take into consideration ways to implement it that are equitable and do not further existing disparities for marginalized communities. For more information about this, read BikePedInfo's Whitepaper: bit.ly/PedBikeInfo_AutoEnforcement and these Streetsblog articles about the pros and cons of automated enforcement: bit.ly/StreetsBlog_ProConRedLightCamera and bit.ly/StreetsBlog_AnalysisSpeedCameras.

- » Work with your city, county, and state to develop right-on-red restrictions for motor vehicles at signalized intersections to improve safety for bicyclists and pedestrians on your campus.

Campus Off-Road Bicycle Network

- » Add signage and markings to all shared use paths on campus to guide on-campus bicycle and pedestrian traffic.

Engineering Policies and Design Standards

- » Adopt a campus-wide Complete Streets policy and offer implementation guidance for staff. By adopting a Complete Streets policy, institutions direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means that every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists – making your campus a better place to live, work and study. Colorado State University adopted campus-wide Complete Streets Guidelines in 2022: bit.ly/CSU_CompleteStreetsGuide. Find more resources from the National Complete Streets Coalition at bit.ly/CompleteStreetsBFU.
- » Develop an implementation checklist to monitor and ensure the progress of your engineering policies and



programs. An implementation checklist is a great way to celebrate accomplishment milestones while keeping track of work yet to be done. The University of Illinois Urbana-Champaign publishes an annual TDM Plan Achievement Report to increase transparency and accountability around the implementation of their TDM Plan. Find UIUC's TDM Plan and recent achievement reports here: bit.ly/UIUC_TDM.

- » Create a design manual or guidance document to establish bicycle-friendly design standards for all bicycle facilities built or maintained on your campus. Michigan State University includes bicycle facility design guidance in their general Site Design Guidelines, which helps campus planners and engineers adhere to national safety standards and best practices for facilities such as bike lanes and bike parking. Find their recently updated guidance at bit.ly/BFU_MSUDesignGuide. Ensure that your design guidance adheres to AASHTO, MUTCD, and NACTO standards. Check out design resources at bit.ly/PBIC_Engineering.
- » Provide ongoing training opportunities for engineering and planning staff related to accommodating bicyclists, to ensure that your bicycle accommodation policy or complete streets policy are followed and enforced. Many State DOTs offer courses and trainings, so check in with your state DOT to see what is available. For example, PennDOT offers Local Technical Assistance (LTAP) courses which you can see here: bit.ly/PennDOT_LTAP and Portland State University's Transportation Research and Education Center (TREC) offers a training/workshop which you can see here: bit.ly/PortlandState_BikePedTraining.
- » Provide ongoing training opportunities for engineering and planning staff related to accommodating bicyclists. Learn more at bit.ly/NHI_FHWA_Training.
- » Consider providing professional memberships to the Association of Pedestrian and Bicycle Professionals (APBP) for one or more related staff. APBP provides its members with access to a dynamic online community of peers and experts across the country, monthly webinars on related topics, a mentor program, and more. Learn more at www.apbp.org.
- » Address potholes and other roadway hazards for bicyclists in a time sensitive manner to keep your bicyclists comfortable and safe. Develop a policy or standard operating procedure that mandates that potholes are filled within 24-48 hours of being reported.
- » Ensure that the campus population has a method for quickly reporting bicycle facility hazards such as an email address or phone number and make this information easily accessible.
- » Consider having the Bicycle Program Manager and/or Campus Bicycle Advisory Committee or campus equivalent be part of the construction and detour project to make sure that appropriate accommodations are being made for bicyclists. This will go a long way to include any necessary planning and coordination that needs to happen and prevent possible overlooked aspects that are specific to the needs and considerations of bicyclists.
- » Develop a policy or standard operating procedure to ensure that alternative accommodations for all on- and off-road bikeway facility closures are always provided and maintained during construction if bikeways are impacted by that construction. Such a policy should also require that all temporary accommodations be well-marked or communicated, and should be just as accessible (if not more) to anyone walking, biking, or rolling as the original facility it is replacing.
- » Provide the expected timeframe of work on all construction wayfinding signage to help users know what to expect, and be as communicative about the process as possible
- » Consider offering a live, interactive campus map of current construction projects on your website. This is particularly useful when there are multiple projects going on with detours or obstructions to typical travel



routes, so that coordination and communications can be found in a central location. See Stanford's Head's Up Campaign website for a great example: bit.ly/StanfHeadsUp.

- » Expand your bike parking ordinance/policy to include minimum bike parking requirements for all existing buildings on campus in addition to the requirements for new buildings. Check out this guide to passing an effective bicycle parking ordinance at bit.ly/BikeOrdinance.
- » If applicable, expand your bike parking ordinance/policy to include all parking garages, in addition to new and existing buildings. Check out this guide to passing an effective bicycle parking ordinance at bit.ly/BikeOrdinance.
- » Revisit campus policies that currently prohibit bicycles in most campus buildings. While such policies can be reasonable in some cases, it is worth considering if more buildings on campus should permit bicycles inside to accommodate bike storage where safe and secure bike parking is otherwise limited.
- » Consider strengthening end-of-trip facility policies, such as allowing bicycle parking to substitute for car parking, or eliminating minimum car parking requirements for new buildings or developments on campus.
- » Develop an engineering policy or guidance document that recommends or requires end-of-trip facilities such as showers and lockers are available in non-residential buildings to encourage more people to commute from off-campus by bike. One of the most common excuses people use to not commute by bike is that they don't have a shower at their destination. Lockers can help bike commuters find a place to safely store their belongings while on campus, reducing the need to drive and rely on vehicles for personal storage.
- » Cargo and adaptive cycles come in all shapes and sizes, and your campus bicycle parking should accommodate this full range, including hand bikes,

tricycles, recumbents, and various models of cargo bikes. Strengthen your campus bike parking standards to include strong accessibility requirements. Check out these resources to learn more: Ground Control Systems ADA Accessible Bike Parking (bit.ly/GCS_AccessibleBikeParking) Colorado State University's Policy for Inclusivity (bit.ly/CSU_InclusivePolicy) Turvec's guide to accessible cycle parking (bit.ly/Turvec_AccessibleCycleParking).

- » Not only do ebikes (electric/pedal-assist bikes) need to be charged to work properly, but they need a place to do this. Develop a plan to install ebike charging stations on your campus to accommodate current and future ebike users' needs. E-bikes are often also already more expensive than "acoustic" bikes, and so your ebike users on campus will also appreciate additional security options for their ebike parking, such as key-card access indoor bike rooms – making a great opportunity for charging stations. Once charging stations are available on your campus, be sure to communicate and advertise their availability so that anyone who is considering using an ebike knows that they will have the opportunity to charge their bike once on campus. There are a plethora of options for charging facilities but here is an example to consider: Bike Energy (bike-energy.com).

End-of-Trip Facilities for Bicyclists

- » If locker rooms are available in non-residential campus buildings, make sure that access to these lockers are offered as a benefit for bike commuters, not as an additional cost to students and employees who use sustainable, active transportation to travel to and from campus.

Bicycle Parking and Storage

- » Continue to increase the amount of high-quality bicycle parking on campus to meet growing demand. Make sure to include accessible bike parking to accommodate bicycles of varying sizes and designs like trikes, cargo bikes, and adaptive bikes. See the basics of bike parking at bit.ly/APBP_BikeParking, learn more about campus-



specific bike parking considerations at bit.ly/Dero_Campus and learn about ADA Accessible Bike Parking at bit.ly/GCS_AccessibleBikeParking.

- » Provide covered bike parking on your campus, particularly near residence halls and buildings where staff, faculty, or students may park their bikes for more than an hour at a time. Covered bike parking protects bikes from sun and precipitation, thus potentially adding years of life to a bike. It is more comfortable and more convenient for bike owners, and it is a great way of illustrating how the administration cares and welcomes bicycling.
 - » Consider constructing a bike station to provide centrally-located, secure, indoor parking for cyclists. The Bike Center at the University of Minnesota (see: bit.ly/UMBikeCenter) is a great example of a bike station that can serve as a hub for commuters providing repair services, shower and locker facilities, and bike route and event information.
 - » Increase the security of your campus bike parking through the use of bike cages and other secure parking areas. Students and commuters will feel more comfortable bringing their bicycles to campus knowing they are safe and secure. See how the Boston University Medical Campus utilizes bike cages at bit.ly/BUMCBikeCages. See how the University of Wisconsin-Madison offers paid bicycle parking via bike lockers and cages at bit.ly/UWMBikeParking.
 - » Consider offering bike valets at events throughout the year to solve parking issues at well-attended events such as sports games. At Ohio University Athen Campus, the office of sustainability partners with their transportation and athletics departments to offer the Bobcat Bike Valet services at home football games, staffed through their student Climate and Sustainability Ambassadors. Learn more at https://bit.ly/BFU_BobcatBikeValet. In addition to on-campus partnerships, contracting with your local bike non-profit is another way to offer a bike valet service and support your local bike advocates.
- Here are a few examples of how to do it: Propel ATL (atlantabike.org/bikevalet) and SF Bicycle Coalition (bit.ly/SFBikeValet).
- » In addition to bike valet services during special events, consider year-round bike valet services to make biking as accessible and welcome as possible! See what the University of Arizona is doing to encourage bicycling through an all-year free daily bike valet: bit.ly/UA_Valet. In Portland, Oregon Health & Science University (OHSU) partners with Go By Bike to offer free valet bike parking to students, employees, and the general public weekdays 6am-7:30pm: bit.ly/OHSU_Valet.
 - » Providing temporary bike racks or corrals for special events is a great way to offer additional space for bicycle parking at an event and encourage people to bike to these events instead of driving and worrying about finding or paying for car parking. Partnering with your events department or city to find additional equipment to use as bike racks is a great way to accommodate this temporary yet predictable and reoccurring need.
 - » Allow students who live on campus to store their bikes in their dorm rooms. Two examples of schools that explicitly let students keep bikes inside dorm rooms are at University of Florida (bit.ly/UF_ResidentLife) and Pennsylvania State University (bit.ly/PSU_CampusLife).
 - » Develop a policy to allow staff and faculty employees to keep bikes in their workspace if space allows. This shouldn't be the only storage option available to employees, but it can be a nice fall-back if traditional secure bike storage is overcrowded, or if they forgot to bring a lock.
 - » Continue to upgrade all campus bike parking so that 100% of your racks conform to the Association of Pedestrian and Bicycle Professionals (APBP) Bicycle Parking Guidelines. Find the latest APBP Guidelines at bit.ly/APBP_BikeParking, and learn more about campus-specific bike parking considerations at bit.ly/Dero_Campus.



Multi-Modal Transportation Accommodations

- » Consider increasing the vehicle parking permit fee for students and employees who drive to/on campus. The additional financial resources could be spent on bicycle and pedestrian infrastructure and amenities. Making it more expensive to park on campus will also encourage commuters to carpool or try alternative modes of transport.
- » Develop a trade-in or cash-out incentive program for students and employees who opt to trade-in or decline a vehicle parking permit. Many universities and other major employers are beginning to offer these kinds of incentive programs to alleviate the demand for vehicle parking, and to further incentivize alternatives like biking, walking, and public transit. See the University of Kentucky's Cash Out program details here: bit.ly/BFU_UKY_CashOut. Learn more about these types of offerings in this StreetsBlog Article: bit.ly/StreetsBlog_CashOut.

EDUCATION

Awareness Campaigns & Information Sharing

- » If your campus has safety or informational presentations for incoming students, faculty, and staff, make sure there is a component of those presentations that covers bike safety and the various amenities and services for bikes on campus and in the surrounding community.
- » Include information about bicycling on campus in the student handbook. Topics covered should include basic safety tips, rules of the road for your campus, community, and/or state, relevant policies or campus-wide rules, amenities and services such as bike parking locations, bike registration, organized rides, classes, related clubs, and more.
- » If your campus distributes welcome packets to new students and/or employees, make sure bicycling topics are included here as well. Check out the webpage that

Stanford dedicated to educate new students about biking on their campus at bit.ly/BikeNewStudents.

- » It is essential to continually make both motorists and cyclists aware of their rights and responsibilities on the road. Continue to expand your education campaign promoting the "Share the Road" message. Consider Stanford's multi-pronged approach to Bike Safety through events and programs such as a bike safety Dorm Challenge, a bike safety campaign led by Sprocket Man (bit.ly/SprocketMan), and a bike safety pledge detailed at bit.ly/StanfBikePledge. See below for more ideas to educate both bicyclists and motorists about roadway safety.
- » Organize a campaign of public service announcements to educate your university community on sharing the road safely. Check out some of the promotion that Emory has done to support their Why Not? Campaign at bit.ly/EmoryWhyNot and see Harvard's LOOK safety campaign at bit.ly/HarvardLOOK.
- » Expand the reach of your bicyclist education programs by introducing a bike ambassador program like Colorado State University's Rambassador program (bit.ly/CSURambassadors), UCI Irvine's Bike Ambassador program (bit.ly/BikeUCI_Amb) or The College of William & Mary's Bike Ambassadors program (bit.ly/WMBikeAmb).
- » Advance cyclist safety on campus by providing educational materials with bike registration or as a prerequisite for bike share program users.
- » Expose motorists on your campus to 'Share the Road' and 'Bicycle Friendly Driver' education by providing related information in all campus drivers' education or with all parking permits. Consider requiring a 'Share the Road' test or Bicycle Friendly Driver training and quiz as a prerequisite to purchasing a parking pass or permit on campus. Work with a local League Cycling Instructor to offer the League's Bicycle Friendly Driver curriculum (bit.ly/BFDriver) to all motorists accessing your campus.



Classes & Training

- » Bicycling should be offered regularly within physical education course offerings. Arizona State University offers a semester-long Physical Activity Class titled Outdoor Cycling for Fun and Fitness (bit.ly/ASUCyclingPE).
- » Offering a class about multimodal trip options is a great way to integrate different transportation modes and allow for flexibility when traveling. Helping your students, staff, and faculty to better understand how to combine trip modes is an excellent way to take advantage of all that is offered. Invite your local or campus transit system to biking events – for example, many campuses have a bus bike rack that can be used to help new riders practice putting their bike on the bus. The University of Pittsburgh describes how their campus ID integrates with the local bike share system and the city wide bus system here: bit.ly/BFU_PittPOGOH.
- » In addition to educating cyclists, consider adding safety education for drivers on your campus, including driving commuters, fleet operators, delivery drivers, or anyone else operating a campus-owner motor vehicle. The League is helping keep all road users safe by offering the Bicycle Friendly Driver training, which all League Cycling Instructors (LCIs) now have the ability to teach. The training aims to educate motorized vehicle drivers about how and why bicyclists travel the roadways in the ways they do with the objective of developing a shared understanding for all users. Contact a local LCI to bring this curriculum to your campus. Learn more about the Bicycle Friendly Driver curriculum here: bit.ly/BFDriver.
- » Offer a class or training about bike advocacy to help your campus community become an effective and engaged group of local changemakers. Advocacy comes in many forms, from writing letters to the editor, to attending public meetings, to filing reports with the city. Offering training to teach people the skills necessary to do this will help to build a Bicycle Friendly University. Partnering with your local bike advocacy organization is a great way to offer this training, and they may already have existing classes you could advertise or bring to campus. For example, in Seattle, Cascade Bicycle Club offers an annual advocacy training: bit.ly/Cascade_AdvocacyTraining.
- » Consider creating online or virtual bike safety and maintenance learning opportunities to increase ease and accessibility for these topics. While in-person and on-bike/hands-on instruction is essential for gaining direct experience and practice riding or doing repairs, many topics can be covered through online instruction, videos, interactive quizzes, or webinars. Check out the League's new online learning center to further expand your bike safety education offerings on campus: <https://learn.bikeleague.org>. New learning modules are being added regularly, including interactive bike safety quizzes that complement the Smart Cycling curriculum that all LCIs are equipped to teach.
- » Expand your bicyclists ticket diversion program to include motorists as well, as a way to educate more drivers on “Share the Road” messages. Drivers who are issued a citation are offered an opportunity to waive fees for violations by attending a Bicycle Friendly Driver education course. See UC Davis’ Bicycle Education and Enforcement Program at bit.ly/UCDavisBEEP for an example.
- » Consider course offerings in bicycle transportation planning, policy, and engineering. Here are materials and information on implementing a graduate level course in Bicycle and Pedestrian Planning: bit.ly/PBIC_Curriculum. Lees-McRae College has the only Cycling Studies minor program in the nation, which covers a variety of academic fields including cycling advocacy, design, development and history. See more at bit.ly/CyclingStudiesLeesMcRae. Clemson University has a Bicycle Research Team whose goal is to “improve bicycling opportunities through research and service.” See: bit.ly/BikeResearchTeam.



- » Partner with local government, organizations, or advocacy groups to expose students to real-world applications in their bicycle-related courses.
- » Encourage more members of your campus community to become trained and certified as League Cycling Instructors (LCIs). Having an LCI on campus can advance safe cycling education on your campus. In addition to having staff and/or faculty become certified as LCIs, consider a peer-to-peer education model by training students as LCIs to increase the effectiveness and reach of your bicycle education on campus. Arizona State University hosts an LCI Seminar on its campus once every 18 months to maintain enough LCI-certified students to sustain their peer education model. LCI-certified students are then paid by the school to teach bicycle safety classes to other students, allowing the campus to offer a wide variety of bicycling classes year-round.
- » Host an LCI seminar on campus to increase the number of active local LCIs. Having local instructors will enable your institution to expand cycling education, recruit knowledgeable cycling ambassadors, deliver education to motorists, and have experts available to assist in encouragement programs. Learn how to host an LCI seminar at bit.ly/Host_LCI_Seminar.
- » If you aren't able to host an LCI seminar on campus in the near future, consider subsidizing the costs for students and employees to attend certification seminars elsewhere to increase the number of active LCIs in your area. Find a list of scheduled LCI seminars at bit.ly/LCI_Seminar_Schedule.
- » Law enforcement and safety officers, including volunteer patrol students or staff, should serve as a model for safe driving on campus. The driver training for all campus police should include share the road or Bicycle Friendly Driver education. See San Francisco's Frequent Driver Education at bit.ly/SanFranDriverEd and the League's Bicycle Friendly Driver curriculum (bit.ly/BFDriver) which is based on Fort Collins' successful Bicycle Friendly Driver Program at bit.ly/FC_Bike_Friendly_Driver.
- » Be sure that all emergency vehicle drivers are included in any Bicycle Friendly Driver training opportunities offered on your campus, and consider making the training a prerequisite for employment or part of ongoing professional development for emergency vehicle drivers on campus.

ENCOURAGEMENT

Bicycle Culture, Support, and Promotion

- » Promote cycling throughout the year by hosting frequent organized bike rides for students, staff, faculty, and community members. Encourage novice riders to participate as a way to learn more about navigating the campus on a bike, and include safety instruction before each ride. See Champlain College's weekly rider series, ChampRiders Cruise, at bit.ly/ChampRiders.
- » Emphasize the importance of bicycling on campus by encouraging your President or Chancellor to lead or participate in an annual bike ride. See how Marquette University's President led a ride to celebrate the opening of a new bike share dock on campus at bit.ly/MarqBubl.
- » Show off your campus' bike-friendliness by offering campus bike tours! Bike tours of campus can be a great way to distribute information to incoming students and staff while promoting your campus' bike friendly culture. Talk to your admissions office about incorporating bike rides and bike tours to their offerings for prospective students and their families. Alfred University takes their campus bike tours to the next level with a 14-pedal, seven-seat bike! See for yourself at bit.ly/AlfredBikeTour.
- » Demonstrate the university's commitment to bicycle infrastructure by having a trail construction or maintenance day, either on campus or in the community,



and recruit students and employees to participate.

- » Celebrate bicycling as a mode of sustainable transportation by scheduling a campus car-free day. See the example set by Princeton at bit.ly/PrincetonCarFreeDay.
- » Launch a bike buddy or mentor program. A bike mentorship program that teams experienced cyclists with newcomers is a great way to encourage and educate. Mentors can offer advice on bike routes, appropriate gear, safe riding and much more. It also gives new commuters a support group to rely on and often makes them feel more secure and excited about their first few rides. Learn about UCLA's Bike Buddies program: bit.ly/UCLA_BikeBuddies.
- » Consider creating a campus biking listserv or dedicated email list to communicate with members of your campus community about biking. An email list is a great way to keep in touch with interested students, staff, and faculty and allows for targeted emails whenever you have important information or opportunities to share. See how the University of Nevada - Reno advertises their email list sign up on their website here: unr.edu/bicycle.
- » Consider also applying to the Bicycle Friendly Business (BFB) program as an employer to further tackle the issue of faculty and staff commuting habits. Many colleges and universities have found it useful to participate in both the BFU and BFB programs to more fully address employees and commuters' needs. Learn more at bikeleague.org/business.
- » Encourage the use of bicycles as official vehicles for any departments on campus, such as facilities and maintenance, landscaping, campus safety or police, emergency responders, etc. This increases the safety of cyclists and pedestrians by reducing motorized traffic on campus, and it also allows the employees greater access to areas on campus that may be out of reach for motorized vehicles.
- » Begin having Public Safety officers patrol campus

on bikes, as it gives enforcement officers a better understanding of the conditions for cyclists and to view campus from the perspective of handlebars. The University of Texas at Austin has a full-time Mountain Bike Unit: bit.ly/UTAustinBikePolice.

Access to Bike Share, Bicycle Equipment, and Repair Services

- » The BFU Review Team is sorry to hear that your campus bikeshare program was suspended in the last 2 years. We encourage your campus to work to re-launch a campus-wide bike sharing system for students, faculty, and staff. To bring a more sustainable bikeshare model back to your campus, consider a home-grown program such as the University of Louisville's free daily check-outs and long-term bike loans through recycled and refurbished bikes: bit.ly/ULBikeShare, or partner with your community and other stakeholders such as the local transit system to bring in an established and experienced bikeshare vendor to your broader community and your campus. If your community already has a public bikeshare program, consider offering free or subsidized access for your students and employees, and lobby to get a station or dock on your campus.
- » In addition to making short- and long-term bike share options available for students, consider offering a departmental bike share program for faculty and staff in various academic and administrative units. The University of Florida refurbishes abandoned bikes on campus to supply its departmental program, providing bicycles at no cost to enable UF faculty and staff to conduct campus business. Any campus unit at UF can request a Department Bike Share bicycle through a convenient online form. Free maintenance and repairs are included as part of the program, as well as a lock and a helmet with each bike. Learn more about UF's program at bit.ly/UF_DBS.
- » Consider offering a fleet of cargo bikes for campus staff and student workers. Cargo bikes can be useful alternatives to vehicle fleets when employees need to



make frequent trips or haul goods on campus, and offer a healthy, sustainable, and economic alternative to driving. If your campus is considering adding cargo bikes to your vehicle fleet, consider exploring the Fleet Cycles product: bit.ly/Fleet-Cycles. Learn how the City of Madison launched a successful e-cargo bike pilot for city staff at: bit.ly/ecargo_webinar.

- » Electric pedal-assist bikes are a great way to break down barriers for people who want to bike. If you don't have these bikes as part of your campus or community-wide bike share fleet, advocate to have them included. See how Portland State uses their city's bike share electric bikes here pdx.edu/transportation/biketown.
- » Consider adding adaptive bikes and cycles to your bikeshare program, such as hand pedal bikes, tricycles, recumbent cycles, tricycles, and electric bikes. Western Washington University offers free adaptive hand-pedal cycle rentals as part of their Outdoor Center rental offerings. While commuter and mountain bikes are available to rent for a nominal fee, the hand pedal cycles are available at no cost: https://bit.ly/WWU_adaptive_rentals.
- » It's great that your campus has a co-op or bike center. Below are some ideas of additional services you could offer at your bike center to expand its role on campus, reach more newcomers, and meet the needs of more campus cyclists.
- » Consider providing your campus with a mobile bike repair service. These are helpful to meet cyclists where they are for repairs, as well as to increase awareness by joining up with regular events, or create a presence on different parts of campus on a regular schedule. UCLA incorporates free mobile bike clinics for all students and staff during Bike Month each year: bit.ly/UCLA_MobileBikeRepairs.
- » The campus bike center would be a perfect place to consider offering bike valet services from. Such a service could also act as an employment or volunteer opportunity for students, and potentially as a revenue

source to help support the center.

- » Consider initiating bike messenger services out of the campus bike center. Such a service could also act as an employment or volunteer opportunity for students, and potentially as a revenue source to help support the center.
- » Invite your campus' bike-related clubs and groups to utilize the bike center as a meeting place.
- » Develop a bike giveaway program to help increase access to bicycling for more students on campus. NYU's Office of Sustainability hosts an annual bike giveaway each fall, by raffling off a few dozen bicycles for students free-of-charge. Learn more at bit.ly/NYU_bikegiveaway.

Bike Theft and Loss Prevention

- » Offer affordable bike lock rentals to students and employees in the event that someone who owns a lock simply forgot it one day. See Portland State University's U-lock Rental program at bit.ly/PortlandLock.
- » To help curb bike theft on your campus, develop a program that allows students to trade in older, less effective bike locks with high-quality U locks. The University of Colorado Boulder has a successful Bicycle Lock Swap Program where students can trade in a cable lock for a free U-lock: bit.ly/BoulderLockSwap. Similarly, Boise State University offers \$5 off the price of a new U-lock for anyone training in an old cable lock at their Cycle Learning Center (campus bike shop). See their bus ad for the program here: bit.ly/BoiseLockTrade.
- » Curb bike theft on campus by increasing educational opportunities about proper locking techniques. Even if a student or staff member has a high-quality bike lock, that doesn't mean they necessarily know the best way to use it. Post signage, use handouts, or offer demonstrations to teach proper locking to ensure that a rider will return to ALL of their bike.
- » Work with campus and/or city police to implement a Bait Bike Program to help curb bike theft on campus.



Learn about how the University of California, Berkeley's Bait Bike program helped reduce bike thefts by 45% in one year at bit.ly/CalBaitBike. The University of Wisconsin – Eau Claire (UWEC) encourages cyclists to support their campus Bait Bike program by offering "This Could Be a Bait Bike" stickers to attach to their bikes as part of UWEC's Bike Theft Prevention efforts: bit.ly/UWEC-BikeTheftPrevention.

- » Start a recovery system for stolen or impounded bicycles on campus. A formal online system like Bike Index can be a valuable tool for tracking and recovering recovered or impounded bikes (bit.ly/BFU_BikeIndex), and informal tools like a Facebook group can also be useful. See the unofficial Facebook group maintained at Michigan State University to help campus community members recover stolen bikes: bit.ly/MSU hates Bike Thieves.
- » A digitized or online tracking system can help streamline your abandoned bike tagging/removal system so that bike owners can more easily claim and reunite with their bike if it has been mistaken for abandoned. Some online bike registration systems have built-in tools to help campuses with this problem, such as Bike Index's Impound tool: bit.ly/BFUBikeIndex.

Route-Finding Support

- » In addition to campus bike maps, develop and offer an online route-finding service for student and staff cyclists interested in journeying to or from further off campus. Many schools have used online programs and tools such as RideAmigos (bit.ly/BFU_RideAmigos) to manage a variety of Transportation Demand Management functions, including route-finding assistance for students and employees. See UC Berkeley's RideAmigos site as an example: bit.ly/UCBerkeley_RideAmigos.

EVALUATION & PLANNING

Staffing and Committees

- » Expand the Bicycle Program Manager's time focused on bicycle projects, or create a new full-time position. This staff person should spend more time working closely with the Bicycle Advisory Committee, reviewing development proposals to ensure that bicycle requirements are incorporated and to assess bicycling impacts, developing and implementing educational and promotional programs, writing grant proposals, serving as the contact for bicycling inquiries and complaints, educating other staff about state and federal facilities standards and guidelines, and coordinating with neighboring communities, transit agencies and other departments to implement policies and projects. See this report on the importance of Bicycle & Pedestrian program staff: bit.ly/BikePedStaff.
- » Great job holding frequent Bicycle Advisory Committee meetings. Be sure to promote these meetings appropriately to garner strong attendance and new members at every meeting!
- » Include more stakeholders in the Bicycle Advisory Committee to ensure that the members of the committee reflect the diversity and ability levels of cyclists on your campus. Consider adding representatives from: health and wellness team members, local city/county/regional government staff, faculty/researchers, student racing team or club members, International Student Affairs or similar group or department, Office of Diversity & Inclusion or similar groups, or any other groups, departments, or individuals that should be represented.

Planning, Funding, and Implementation

- » **It is great that your campus already has a budget for the bicycle program and/or general program expenses. Consider the following funding sources to increase your annual budget to support even great investments in your bicycle infrastructure, programming, and services.**
 - » Consider utilizing automobile parking fees on your campus to help fund your bicycle program.



- » Utilize traffic enforcement and citation fees on your campus to fund your bicycle program.
- » Consider reaching out to external private funding sources, such as applying for grants or accepting private donations, to help fund your bicycle program.
- » Explore state and federal funding opportunities that could help you implement the improvements outlined in your plans and policies, such as the U.S. DOT's Safe Streets and Roads for All (SS4A) Grant: <https://www.transportation.gov/grants/SS4A>. State Universities are among the public entities that are eligible to apply directly for SS4A Planning & Demonstration or Implementation Grants.

Evaluating Ridership & Bicyclist Satisfaction

- » In addition to the periodic manual counts currently conducted, consider participating in the National Bicycle and Pedestrian Documentation Project at bit.ly/NatBikePedDoc.
- » Conducting periodic bike rack counts is an easy way to estimate bicycle usage on campus, and allows you to inventory and assess the quality and quantity of available bike parking.
- » Take advantage of online, self-reporting or app-based services like Strava Metro (bit.ly/BFUstrava) or Love To Ride (bit.ly/NatBikeChallengeBFU) to increase your data collection. At Michigan State University, the home-grown MSU Mobility app collects location and motion data from iPhone users while inside the MSU geo-fenced campus. It uploads these data anonymously to a secure MSU server, and the aggregation of these mobility data provides campus planners with a deeper understanding of how pedestrians, bicyclists, and motorists move across MSU's campus at any given time. Learn more at bit.ly/MSUMobilityApp.

Evaluating & Improving Safety Outcomes

- » Use data and information from non-automobile related crashes (including bike/ped and bike/bike conflicts) to make necessary changes on campus to effectively reduce

such conflicts.

- » **Pass additional campus laws or ordinances that protect cyclists and pedestrians, including the following:**
 - » Develop penalties for motorists who fail to yield to a bicyclist when turning.
 - » Institute a policy specifically penalizing motorists who 'door' bicyclists.
 - » Promote the well-being of cyclists on your campus by making it illegal to harass a cyclist.

Other Evaluation & Assessment Tools

- » Conduct an economic impact study to measure the many ways cycling can benefit your campus. Consider partnering with local business or tourism groups on a larger regional study that includes your campus. The University of Arkansas was included in a Walton Family Foundation-funded economic impact study for the Northwest Arkansas Region: bit.ly/Walton_NWAEconStudy.
- » Conduct an environmental impact study on bicycling within your campus to gauge and further promote sustainability efforts. See Minnesota State University, Mankato's example at bit.ly/MankatoEnviro. UC Santa Cruz conducted an Environmental Impact Report as part of their 2021 Long Range Development Plan: bit.ly/UCSC_EIR. Boise State University adopted a Sustainability Action Plan in 2023 with a goal to improve the campus' environmental impact: bit.ly/BoiseStateSustainability.
- » Conduct a Health & Wellness impact assessment for your campus to show the health-related benefits of investing in better bicycling infrastructure and programs. Consider partnering with a local public health organization, campus health department, or related academic unit to conduct the assessment. The University of Arkansas produced the following 2023 report 'Estimating the Economic and Health Benefits of Bicycling in Northwest Arkansas' for their broader community: bit.ly/UArk_EconHealthBenefits. The



League's data.bikeleague.org website includes a section on public health indicators related to physical activity and active transportation: bit.ly/BikeHealthData. The CDC's Active People Healthy Nation Initiative is a great resource for connecting the dots between public health and your campus bicycling improvements: bit.ly/CDC_APHN.

- » Conduct a Bicycle Level of Service (BLOS) or Bicycle Level of Traffic Stress (BLTS) Assessment for your campus. Knowing the level of service you provide when it comes to bicycle infrastructure, or lack of it, will go far in assessing your campus and prioritizing areas in need of improvements. You can find an example of how Boston has integrated a BLOS for their city here bit.ly/Boston_BLOS.
- » Conduct a campus-wide bike parking study or audit. Having an up-to-date list or inventory of your bike parking, including details such as the quantity, quality, utilization, and APBP-compliance status of each rack, will go a long way to maintaining and offering places for people to park their bikes as well as identify where there are missing gaps or other opportunities for improvement. A great detail to include in your audit, for example, are the areas where people are currently locking bikes to things other than bike racks, such as trees or fences, to show where there is unmet demand. Consider partnering with a student club or organization to help recruit volunteers to conduct such an audit, or partner with a faculty member to turn this into a class project. Consider developing a GIS database of your bike racks including the details listed above along with current photos of all racks. Check out Colorado State University's interactive GIS portal showing current campus bike rack locations and utilization: bit.ly/CSU_BikeParkingGIS. The University of Illinois Urbana-Champaign conducts an annual Bicycle Census in collaboration with their local bike advocacy group, which serves both to count all the bikes parked on campus and to audit the number and quality of bike racks available on campus: bit.ly/UIUCBikeCensus.

- » League reviewers were pleased to see the following improvements planned for your campus in the coming year and beyond, as quoted below from your application. We look forward to hearing about your progress on these efforts in your next renewal application, and welcome updates in the interim if you have any announcements or progress reports in the meantime!
- » *"The AS Bike Committee is allocating its funding to enhance a spacious bicycle parking zone adjacent to our campus Bus Loop. This initiative involves expanding the parking area to accommodate more bicycles and replacing outdated racks. We've seen a substantial increase in local bus ridership due to the introduction of express lines, so this will help improve the bicycle and transit trip experience for students. Furthermore, our Campus Planning and Transportation staff are considering the establishment of a Campus Mobility Committee. This committee would have a specific focus on fostering a comprehensive campus mobility plan aimed at enhancing biking, walking, and transit options."*
- » *"This is my first year as the applicant for the Bike Friendly University application and my first year as our Transportation Alternatives Program (TAP) Manager, which is our bicycle program manager role. I plan to present some of the questions and ideas where I feel we have room to grow and expand to our campus Sustainable Transportation Committee. This committee comprises staff, faculty, and students from all our bicycling programs and I want to get their input and ideas as well. I see lower-hanging fruit in the areas of bicycle education and marketing (videos, articles, signage) and other bigger opportunities for diving into our bicycle data and updating bicycle policies."*



BICYCLE FRIENDLY UNIVERSITY

University of California, Santa Barbara



Feedback Report

FOR MORE IDEAS & BEST PRACTICES, PLEASE VISIT THE FOLLOWING **BICYCLE FRIENDLY UNIVERSITY** RESOURCES ONLINE:

- » <https://bikeleague.org/university>
- » <https://bikeleague.org/bfa/university/faq/>
- » <https://bikeleague.org/bfa/university/resources/>
- » <https://bikeleague.org/bfa/award-database/>

The Bicycle Friendly University program is supported by Eco-Counter and League Members. Learn more at www.eco-counter.com and www.bikeleague.org/join.

PLEASE ALSO SEE THE ATTACHED SURVEY DOCUMENT FOR ADDITIONAL COMMENTS AND FEEDBACK FROM BICYCLISTS ON YOUR CAMPUS.

WE ENCOURAGE YOU TO DISTRIBUTE THE BFU CAMPUS SURVEY MORE BROADLY THE NEXT TIME YOUR SCHOOL RENEWS ITS BFU STATUS, TO GAIN MORE INSIGHTS FROM A LARGER AND MORE DIVERSE AUDIENCE.