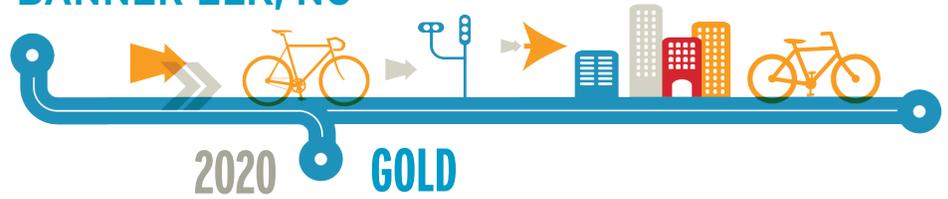




Feedback Report



CONGRATULATIONS! THE LEAGUE OF AMERICAN BICYCLISTS HAS DESIGNATED LEES-MCRAE COLLEGE AS A BICYCLE FRIENDLY UNIVERSITY AT THE GOLD 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: LMC.EDU/CAMPUS-LIFE/RECREATION-WELLNESS-OUTDOORS/OUTDOOR-PROGRAMS/INDEX.HTM

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
Liberal Arts College	838	34%	2.5	80%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	
Rural	224	15 miles	0.5	

Below, reviewers provided key recommendations to further promote bicycling at Lees-McRae College 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 LEES-MCRAE COLLEGE'S 2020 BFU

APPLICATION INCLUDE:

- » *Integration of bicycling topics into academics including Cycling Studies Minor and bicycling electives in Outdoor Recreation Management Major*
- » *C.R.A.N.K. Crew*
- » *Varsity Cycling Team*
- » *Dedicated Outdoor Programs & Campus Bicycle Coordinator position*
- » *On-site mountain bike/shared trails Monthly bicycling clinics including specialized programs for BIPOC, Women Only, and LGBT*
- » *Annual Mountain Day of Service*
- » *Outdoor Programs Bicycle Rental Program*

- » *Campus Security incorporating Bicycling Safety and Bicycle Friendly Driver curriculum into SafeColleges training program.*
- » *Children's Bicycle Safety Rodeos*
- » *Historical Hill Criterium*
- » *Recruiting students to participate in National Bike Summit Lobby Day*

KEY STEPS TO PLATINUM:

- » *Adopt a Bicycle Accommodation policy and continue to improve campus conditions for bicycling such as dedicated paths, through-traffic calming and lowering traffic speeds on campus roads. Work with Banner Elk to ensure bicycling is safe, comfortable, and accessible*



BICYCLE FRIENDLY UNIVERSITY



Lees-McRae College

Feedback Report

for all ages and abilities of riders traveling to and from LMC campus. (See Engineering)

- » *Continue to increase the amount of high quality bicycle parking at popular destinations on campus. Prioritize indoor, secure, and/or covered parking where possible. (See Engineering)*
- » *Increase the number of bikes available in your bike rental program. (See Encouragement)*
- » *Establish an on-campus bike center that students can easily access for bicycle repairs and services. (See Encouragement)*
- » *Continue efforts to create a campus bicycle master plan to reflect current needs and guide the long-term physical and programmatic vision for bicycling on your campus. (See Evaluation & Planning)*

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

- » Encourage your surrounding community to work toward the Bicycle Friendly Community (BFC) designation. See the League's Bicycle Friendly America Toolkit for advocates including PPT slide presentations, scripts, and digital and printed resources to promote the Bicycle Friendly Community program to your local government leaders: bikeleague.org/bfa/toolkit. Learn more about the BFC program at bikeleague.org/community.
- » 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. Find 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.
- » 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
- » Adopt a campus-wide Bicycle Accommodation Policy or Resolution to ensure that all pathway and building construction projects on campus consider and accommodate optimal bicycle access. See the University of Mississippi's Bicycle & Pedestrian Accommodation policy at bit.ly/OleMiss_BikeAccPol or the University of Arizona's policy at bit.ly/UAZ_BikeAccPol.
- » Develop a comprehensive Transportation Demand Management (TDM) program to promote bicycling, walking, transit, and other alternatives to Single Occupancy Vehicle (SOV) driving on campus. Learn more about Stanford's TDM strategies at bit.ly/StanfordTDM. See Yale's "Transportation Options" site for a great example of the kinds of resources this program should make available at bit.ly/YaleTDM. A strong TDM program should be accompanied by a planning document such as Georgetown University's 2016 Transportation Demand Management Plan: bit.ly/GTU_2016TDM or the University of Miami's 2020 Mobility Plan: bit.ly/UMiami_Mobility.



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.
- » If you aren't able to hire staff internally with expertise in bicycle and pedestrian-specific planning and engineering, hire outside consultants to train your staff and review your plans to ensure they appropriately accommodate bicyclists. Consider creating a campus-wide policy that commits to only hiring project consultants and advisors who have bike/pedestrian qualifications for all future campus roadway, path, or building construction projects. The Association of Pedestrian and Bicycle Professionals (APBP) is a great place to find consultants with this specific expertise in your area: www.apbp.org.
- » Develop a bike parking ordinance or campus-wide policy requiring bike parking at all new and existing buildings and even for parking garages, if your campus has any. Check out this guide to passing an effective bicycle parking ordinance at bit.ly/BikeOrdinance.
- » 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.
- » Your application indicated that automobile parking permits are currently made available for over 80% of your total campus population. Establishing a more limited number of parking permits will help your campus recognize the true cost of parking: Motor vehicle parking spaces can cost thousands of dollars to construct, hundreds to maintain annually, and are an inefficient use of land. As bike ridership increases on your campus, consider reducing the quantity of parking available by repurposing the land. One car parking space can easily provide ten bicycle parking spaces and the construction of a bicycle parking space can cost 30 to 300 times less than a car parking space. See bit.ly/CostsofParking, bit.ly/ParkingLandUse, and bit.ly/CarvBikeParking for more information and sources.
- » Consider removing your free or subsidized parking for staff and faculty. The guarantee of available free parking promotes the unconscious decision to commute by car, while potential cyclists cite the lack of available, secure bike parking as a major deterrent to commute by bicycle (bit.ly/CarParkingvBikeParking).
- » Increase the amount of high-quality bicycle parking on campus to meet growing demand, and upgrade all campus bike parking so that 100% conforms 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/GroundControl_Guide.
- » Introduce bike lockers and/or bike cages on campus to provide more secure and weather-proof bike parking options on campus. Students will be more likely to bring bicycles to campus knowing that they are safe from theft and the elements. See how Northern Arizona University made their lockers look great with custom wraps: bit.ly/NAU_BikeLockers_Pic and preview NAU's Bike Locker registration form here: bit.ly/NAU_BikeLockers_Form. See how the University of Wisconsin-Madison offers paid bicycle parking via bike lockers and cages at bit.ly/UWMBikeParking.
- » 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.



- » Provide bicycle parking at all of your administrative buildings, particularly to accommodate faculty and staff who commute by bike to campus. At administrative buildings where employees are parked for more than a few hours at a time, or a full workday, consider long-term bike parking options such as indoor, covered, and secure bike parking. See the basics of bike parking at bit.ly/APBP_BikeParking and learn more about campus-specific bike parking considerations at bit.ly/GroundControl_Guide.
- » More and more institutions ensure that off-campus student housing provides secure and covered bike parking. Similar to best practices in the bike parking available at on-campus housing, this off-campus housing bike parking should consider long-term and overnight storage needs, include indoor, covered, and secured parking options.
- » Develop an engineering policy or guidance document that recommends or requires end-of-trip facilities such as showers in non-residential buildings on campus 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.
- » Offer bicycle commuters a complimentary gym membership. Such an option promotes bicycling to campus and provides easier access to end-of-trip facilities such as showers and lockers for bike commuters.
- » Work with Banner Elk 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.
- » Your application indicated that your campus does not have bike lanes. Consider adding bike lanes to your campus. A great first step could be checking out guides to bike lanes by NACTO at bit.ly/NACTOBikeLanes and the Pedestrian & Bicycle Information Center at bit.ly/PedBikeBikeLanes.
- » Your application indicated that your campus does not have protected/buffered bike lanes or cycle tracks. 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 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.
- » 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 paved shared use pathways. Consider adding paved shared use pathways to your campus. A great first step could be checking out guides to shared use pathways by the FHWA at bit.ly/FHWASharedUsePath and bit.ly/STARSharedUsePath.
- » 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.
- » 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. Here are some best practices from the Washington, DC Area Council of Governments: bit.ly/DcWayfind. Learn more about bike route wayfinding signage and markings system best practices from NACTO: bit.ly/NACTO_wayfind.

- » 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.
- » 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.
- » Work to reduce the potential for conflicts between bicycles and pedestrians on your campus by introducing parallel but separate pathways for bicyclists and pedestrians and/or by adding signage and markings on shared use paths to guide on-campus bicycle and pedestrian traffic.
- » Work with your local municipality to develop right-on-red restrictions for motor vehicles at signalized intersections to improve safety for bicyclists and pedestrians on your campus.
- » Accommodate bicyclists during construction by providing suitable detour routes and signage. See Stanford's Head's Up Campaign, designed to inform their campus community of construction activity and to provide strategies for navigating safely, whether on foot or on wheels at bit.ly/StanfHeadsUp.
- » Consider starting an online feedback form to make giving feedback easy and accessible to the university population.
- » Ensure that all shared-use paths have adequate lighting.

EDUCATION

- » 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/RamBassadors), UCI Irvine's Bike Ambassador program (bit.ly/BikeUCI_Amb) or The College of William & Mary's Bike Ambassadors program (bit.ly/WMBikeAmb).
- » Start a bicyclist and motorist ticket diversion program. Students given a citation are offered an opportunity to waive fees for violations by attending a bicycling education course. This should include a classroom and on-road component. See U.C. Davis' Bicycle Education and Enforcement Program at bit.ly/UCDavisBEEP.
- » Offer Smart Cycling or Traffic Skills 101 courses on a much more frequent basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Aim to present class opportunities at least monthly. Ideally the instruction would incorporate a classroom portion



as well as on-road training. The classroom portion of Traffic Skills 101 is available online at <https://learn.bikeleague.org>. For more information visit: bit.ly/BFURideSmart.

- » Offer Cycling Skills classes (3-4 hours with classroom instruction) on a more frequent basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Aim to present these opportunities to students and non-students alike on at least a monthly basis. For more information visit: bit.ly/BFURideSmart.
- » Offer Commuter Classes (1-2 hours with classroom instruction) on a more frequent basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Aim to present these opportunities to students and non-students alike on at least a monthly basis. Boise State University offers a free weekly bike commuter class called the Bronco Biking Class out of their Cycle Learning Center: bit.ly/BroncoBikeClass. For more information and ideas visit: bit.ly/BFURideSmart.
- » Great work offering frequent maintenance classes on campus. Ensure your classes reach the maximum audience possible by regularly promoting and advertising this opportunity.
- » 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 Smart Cycling curriculum that all LCIs are equipped to teach.
- » Offering physical education cycling classes is fantastic! Be sure this opportunity reaches the most students possible by promoting the class or expanding the class size or number of classes offered per year.
- » Consider a peer-to-peer education model to increase the effectiveness and reach of your bicycle education on campus. Arizona State University hosts a League

Cycling Instructor (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. See the full list of Bike Classes available at Arizona State University at bit.ly/ASULCI or learn more about becoming LCI certified at bit.ly/BFULCI.

- » Host a League Cycling Instructor (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.
- » 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 pre-requisite for employment or part of ongoing professional development for emergency vehicle drivers on campus.
- » Expand your driver education program to include all operators of university-owned vehicles. 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.

ENCOURAGEMENT

- » 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.
- » 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.
- » Establish a formal incentive program for those who bike commute. This could include such benefits as cash incentives, car share discounts, or coupons for local bike shops. Check out the University of Minnesota's ZAP Bike Commuting program through Dero ZAP (bit.ly/UMZap) and see how Harvard encourages employees to bike to work through the Bike Commuter Tax Benefit: bit.ly/Harvard_CommuterBenefits. The University of Kentucky has a successful Bike Voucher Program as one of its many incentive options for students and employees who opt to not drive to/on campus: bit.ly/UK_BikeVoucher.
- » 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 employees greater access to areas on campus that may be out of reach for motorized vehicles. Consider a fleet of e-cargo bikes for any staff who need to carry equipment or materials to worksites. Learn how the City of Madison launched a successful e-cargo bike pilot for city staff at: bit.ly/ecargo_webinar.
- » 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.
- » 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.
- » Support recreational bicycling on campus by encouraging interested students to organize an official recreational bike club, such as a mountain bike club or fat tire biking club.
- » Increase the number of bikes available in your bike share system. A successful campus bike share system is a convenient, cost effective and healthy way of encouraging students and employees to make short trips by bike. To increase the bikeshare options on 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 bring in an established and experienced bikeshare or micromobility vendor to your campus, such as Lime (bit.ly/BFU_lime).
- » 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.



BICYCLE FRIENDLY UNIVERSITY



Lees-McRae College

Feedback Report

- » Establish an on-campus bike center that students can easily access for bicycle services. Check out UC Davis' student-run Bike Barn at bit.ly/UCDBikeBarn, Portland State University's The Bike Hub at bit.ly/PSUBikeHub, or Dickinson College's The Handlebar at bit.ly/HandleBarDU for some great examples of what other schools provide. Successful on-campus bike centers often include educational opportunities, DIY repair, and a central home for campus bike groups to meet.
- » 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.
- » 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.
- » 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, and how the University of Wisconsin – Madison's Police Department reduced bike thefts by 40% in the first year of their Bait Bike program at bit.ly/UWMBaitBike.
- » 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/MSUhatesBikeThieves.
- » Great job offering some bike mapping options for your campus community. Below are some ideas to further improve and expand the map-related resources you make available on your campus.
- » Develop an interactive online bike map to increase accessibility of this valuable tool to your university community.
- » Include bike parking in your online map. Be sure to update listings when new bike parking is added or if bike parking is made temporarily unavailable due to construction or other reasons. Include a reporting system so that bicyclists have a way to inform map managers if the information is inaccurate or in need of updates.
- » Offer printed bike maps for distribution that include on- and off-road bike routes. Printed campus maps can also serve as a great method to provide bike education and information to more people.
- » 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

- » Expand the position of Bicycle Program Manager into a full-time position. A Bicycle Program Manager works with the campus administration, advocates, local elected officials, law enforcement, transit providers and the general campus community to build partnerships and implement facilities and programs that increase the number of students, faculty and staff that are safely bicycling and walking. This staff person should also work closely with the Bicycle Advisory Committee, review development proposals to ensure that bicycle requirements are incorporated and to assess bicycling



impacts, develop and implement educational and promotional programs, write grant proposals, serve as the public contact for bicycling inquiries and complaints, educate other staff about facilities standards and guidelines, and coordinate 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.

- » Good job holding frequent Bicycle Advisory Committee meetings. Be sure to promote these meetings appropriately to garner strong attendance at every meeting!
- » Expand your Bicycle Advisory Committee's time to focus more of its time on bicycle-specific issues.
- » 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: any student or employee Bicycle User Group(s) on campus, health and wellness team members, local city/county/regional government staff, International Student Affairs or similar group or department, or any other groups, departments, or individuals that should be represented.
- » Follow through on the development and formal adoption of a Campus Bicycle Master Plan. This new plan should guide future plans with a long-term physical and programmatic vision for your campus. Focus on developing or completing a seamless cycling network that emphasizes and creates short distances between residential buildings and popular destinations such as classroom buildings, dining halls, recreational facilities and transit stops. Complement infrastructure planning with encouragement, education, and inclusive outreach programs to increase accessibility and usage. Develop a clear vision statement and sets ambitious but attainable targets and specific, measurable goals. The overarching goal should be to increase the percentage of trips made

by bicycle on campus and the number of people who can easily choose bicycling for transportation and recreation. Check out University of Minnesota's 2019 Bike Plan at bit.ly/UMNBikePlan and Montana State University's 2017 Bike Plan at bit.ly/MontanaStateBikePlan as two great examples of bike-specific campus plans. This Road Map to developing a bike plan may also be a helpful resource to consider: bit.ly/ImplementBikePlan.

- » Consider installing automatic bicycle counters on your campus to better gauge ridership on an ongoing basis. Look into tools such as EcoCounter for automatic electronic counters at bit.ly/EcoCounter or video detection tools such as Numina (bit.ly/BFUnumina). Learn about UCLA's automated bike counter and publicly available ridership data at bit.ly/UCLABikeCounter and bit.ly/UCLARidershipData. See how the University of Minnesota uses the Dero ZAP Program to track and reward ridership on their campus at bit.ly/UMZap.
- » In addition to the periodic manual counts currently conducted, consider participating in the National Bicycle and Pedestrian Documentation Project at bit.ly/NatBikePedDoc.
- » 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.
- » Ensure that there is a mechanism for bicyclists on campus to report any bicycle/automobile, bicycle/bicycle, and bicycle/pedestrian crashes on campus to the appropriate campus and/or community authorities.



- Record and track this data and utilize it to identify any points prone to conflict and develop a strategy to reduce them.
- » Expand efforts to evaluate crash statistics to produce a specific plan to reduce the number of crashes on campus. Available tools include Intersection Magic (bit.ly/IntMagic) and PBCAT (bit.ly/PBCAT). See the report *Bicyclist Fatalities and Serious Injuries in New York City, 1996-2005*, at bit.ly/NYCBikeFatalities.
 - » **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.
 - » Ban parking or driving in a bike lane on campus, with the exception of intersections. Be sure to make motorists aware of this ban through the use of signage and educational campaigns.
 - » Institute a policy specifically penalizing motorists who 'door' bicyclists.
 - » Pass a campus ordinance requiring motorists to give at least a 3-foot distance when passing a cyclist. Learn more about model Safe Passing laws at bikeleague.org/safe-passing-law.
 - » Consider exploring new policies that would ban cars from parts of campus or develop policies to prohibit residential students from bringing a car to campus.
 - » Distribute a satisfaction survey to students and faculty at least every other year. Analyze responses to assess barriers, and direct resources according to demand and the needs of bike commuters. See how Southern Illinois University Carbondale reported on their Campus Bicycle Survey results: bit.ly/SIUSurvey. Carnegie Mellon University even offers a year-round online satisfaction survey that can be completed by students, employees, and visitors anytime: bit.ly/CMUBikeSurvey.
 - » 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.
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- » **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!**
- » *"Increase bike parking facilities & installation of a cycle aid station...continuing to make our whole campus bike friendly. Continue to partner with the Ride For Reading program to help promote literacy and healthy habits for the children in our community. Continued partnership planning with the Town of Banner Elk to provide connectivity thru our campus between the Town, the adjacent park, and lake further expand connectivity and to help promote our area as a bike and pedestrian friendly community. Implementation of a Bicycle registration system. Expand & incorporate our bicycling safety information across multiple departments on campus. Grow the community involvement in our bicycling safety courses. Creation of a BIPOC Adventure Grant that will help reduce the barriers to outdoor*



BICYCLE FRIENDLY UNIVERSITY

Lees-McRae College

Feedback Report

adventures for BIPOC students. Incorporate a bicycle and skateboard helmet grant."

- » *"Complete the implementation of a bicycle registration system; installation of additional secured and temporary bike parking in key areas of our campus; installation of a cycle-aid station; incorporating bike-packing and bike-fishing clinics/trips into our Outdoor Programs curriculum; kick-start winter outdoor challenges, to include a bicycling challenge, to encourage our students, faculty, and staff to continue to choose the outdoors as a way to cope with the current world conditions. Create a helmet initiative/grant so that we can offer students riding a bike or skateboarding a helmet if they do not already have one. We will be installing bicycle dismount signs in high pedestrian areas of our campus to help alleviate safety concerns."*

The Bicycle Friendly University program is supported by Ground Control Systems and League Members. Learn more at www.groundcontrolsystems.com and bikeleague.org/join.

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

- » bikeleague.org/university
- » bikeleague.org/bfu_faq
- » bikeleague.org/content/bfu-process-criteria
- » bikeleague.org/bfu_blogs

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