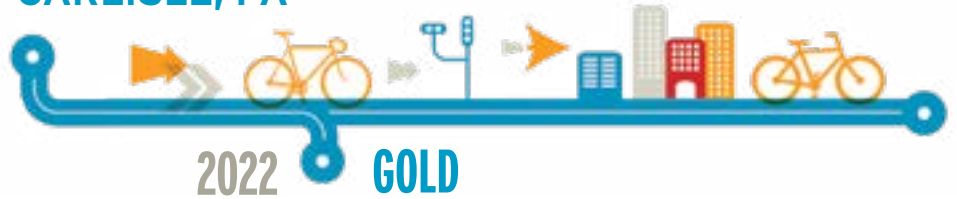




Feedback Report



CONGRATULATIONS! THE LEAGUE OF AMERICAN BICYCLISTS HAS DESIGNATED DICKINSON 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: [HTTPS://WWW.DICKINSON.EDU/BIKING](https://www.dickinson.edu/biking)

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
Liberal Arts College	1,930	1%	3.04	9%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	CAMPUS SIZE
Urban	838	0 miles	3.02	144 Acres

Below, reviewers provided key recommendations to further promote bicycling at Dickinson 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 DICKINSON COLLEGE'S 2022 BFU

APPLICATION INCLUDE:

- » *The Handlebar*
- » *Green Bike and Red Bike Programs*
- » *Bike to Farm Potluck*
- » *Northside ride*
- » *Bicycle Advisory Committee*
- » *Addition of covered bike racks, new fix-it stations, five new bike pumps, and a bike room with a 46-bike capacity*
- » *Community partnerships with LifeCycle and Cole's*

KEY STEPS TO PLATINUM:

- » *Continue to work with state and local officials to improve the roadways on and around campus, particularly the state and borough-owned roads with heavier traffic and higher speeds.*
- » *Work with Carlisle to improve upon their Bronze-level Bicycle Friendly Community status.*
- » *Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs in Carlisle who are qualified to teach roadway safety classes for bicyclists and motorists. (See Education)*
- » *Continue to build on the success of the Northside Ride and Bike to Farm Potluck by offering more regular rides and bike-related events on campus throughout the school year.*

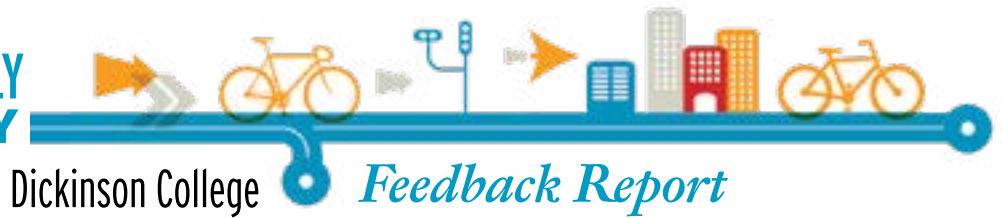


See the following menu of additional recommendations to learn how your campus can improve in these and other areas to become more bicycle-friendly.

ENGINEERING

Campus Roadway & On-Road Bicycle Network

- » Work with Carlisle 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.
- » Institute campus-wide measures to calm vehicular traffic and increase the safety of cyclists and pedestrians. Learn more about traffic calming from the Project for Public Spaces: bit.ly/PPS_TrafficCalming.
- » 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 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 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 bike facilities or traffic calming measures can be instrumental ways to show what your vision is for the use of the street space. Many cities work with local entities to pilot projects to gather feedback and test out an idea before building and selecting a permanent design. Oftentimes organizations host or build their own demonstrations to show what they would like to see. Examples of pilots/demonstrations are pop-up bike lanes, parking protected bike lane demonstrations, and a pop-up bike/bus lane. Learn more about pilot/demonstrations by reading these articles: Temporary and Pop-up Bike-Ped Infrastructure (bit.ly/EcoCount_PopUp), Pop-Ups for Safe Routes to School (bit.ly/SRTS_PopUp), and Tactical Urbanism Guide (bit.ly/TacticalUrbanismGuide).
- » 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

- » Increase the network of shared use pathways on your campus, and be sure to upgrade all shared use paths to 10-foot widths if possible. A great first step could be checking out guides to shared use pathways by the FHWA at bit.ly/FHWASharedUsePath and bit.ly/STARSharedUsePath.

Other Bicycle-Related Facilities

- » Recreational bicycling can be promoted through nearby bicycle amenities such as a mountain bike park, trail or towpath, a cyclocross course or a pump track. If such facilities already exist in your community, partner with local organizations to promote these resources to on-campus students. See how Northern Michigan University promotes nearby Fat Tire Bike and Trail Access from their campus at bit.ly/NMU_FatTire.
- » Ensure that all shared-use paths have adequate lighting.

Consider lighting that enhances the path and improves the visibility and safety for all users. It will also enhance the user experience of those who have low vision or difficulty seeing at night. Not only can effective lighting improve usage, but also increase safe usage at all hours of the day or night. Check out Rails-To-Trails lighting guide here: bit.ly/RailstoTrails_Lighting.

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. Find resources from the National Complete Streets Coalition at bit.ly/CompleteStreetsBFU.
- » 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.

- » 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 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.
- » Ensure that your bicycle program coordinator has some oversight over and input into the fulfillment of engineering projects for your campus to ensure that bicyclists are considered and accommodated. If no such role exists, designate an existing staff member as the coordinator or develop a new position, and be sure that the person filling this role has access to the training, guidelines, and resources necessary.
- » 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.
- » 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. Search their member directory at www.apbp.org.
- » Send relevant staff to conferences and in-person trainings focused on bicycle planning and infrastructure. The annual National Bike Summit is a great place for your staff to connect with their peers and learn about best practices from around the country. Learn more about the Summit at bikeleague.org/summit, and find highlights from past Summits at www.youtube.com/user/bikeleaguevideo.
- » Increase the frequency of bike lane, path, and trail sweepings to keep cyclists safe. Develop a policy or standard operating procedure that mandates the regular and proactive sweeping or cleaning of lanes, paths, and trails at least as frequently as roadways are cleaned, if not more frequently.
- » 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.

- » Develop a mechanism that will more easily allow cyclists to report hazards to traffic engineers and planners, such as a mobile phone app or online reporting tool like SeeClickFix (bit.ly/BFUSeeClickFix), Bike Lane Up Rising (bikelaneuprising.com), or Dashcam for Your Bike (dashcam.bike).
- » Consider starting an online feedback form to make giving feedback easy and accessible to the university population. As an example, check out Florida State's Online Report an Issue webpage: bit.ly/UFL_ReportAnIssue.
- » 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.
- » Make sure that the appropriate signage and markings are used to notify users of changes and alternative routes during construction. Advance notice of these accommodations will go a long way to help folks make appropriate plans for travel, especially for those with ADA needs.
- » Even if a construction project doesn't specifically impact dedicated bike facilities, know that the roads affected are likely still used by cyclists, and so it is important to still include bicycle-specific or inclusive wayfinding signage for all construction projects. Consider developing a new policy or amending your existing construction policy to include bicycle-inclusive or specific signage as a standard part of all future construction projects on campus.
- » 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
- » Always provide temporary bike parking during construction whenever any existing rack(s) become obstructed. Beginning/end of trip bicycle parking is essential for accommodating cyclists on your campus, even during construction. If temporary bike parking can not be provided within close proximity of the original impacted racks, then provide clear signage to help bicyclists find the closest temporary or permanent alternative racks, including clear way-finding and expected timeframe for the work.
- » 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.
- » 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.
- » 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).

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/GroundControl_Guide and learn about ADA Accessible Bike Parking at bit.ly/GCS_AccessibleBikeParking.

- » Introduce bike lockers 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.
- » 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: Atlanta Bicycle Coalition (atlantabike.org/bikevalet) and SF Bicycle Coalition (bit.ly/SFBikeValet).
- » 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).
- » 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/GroundControl_Guide.

Multi-Modal Transportation Accommodations

- » 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 or beginning to charge a fee for parking permits will help your students and employees 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 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.

- » Consider introducing an 'Occasional Parking Pass' option as an alternative to the annual or semester-long parking permit for motor vehicles. This option will offer employees and students who commute from off-campus more flexibility to only drive and park a motor vehicle on campus on rare occasions when needed, and to rely on more sustainable and active forms of transportation such as biking, walking, and transit for the majority of their commutes. If someone has already paid for parking their car on campus everyday, they are much less likely to make even incremental choices to occasionally use other modes instead. See an example of an occasional parking pass policy from the University of Pennsylvania: bit.ly/Penn_OccPass.
- » 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.
- » 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).
- » All transit vehicles such as campus shuttles and buses should accommodate bicycles with bike racks or with access on the vehicle. See this report on integrating bicycling and transit: bit.ly/BikeTransitReport. Provide education on using transit bike racks such as the



following video from Spokane Transit: bit.ly/Spokane_BikesBusRack.

William & Mary's Bike Ambassadors program (bit.ly/WMBikeAmb).

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.
 - » 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/RamBassadors), UCI Irvine's Bike Ambassador program (bit.ly/BikeUCI_Amb) or The College of
- » Consider expanding motorist education on your campus by 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 new Bicycle Friendly Driver curriculum (bit.ly/BFDriver) to all motorists accessing your campus.
 - » Explore new ways to incentivize safe bicycling and driving behavior through new technology and mobile apps. For example, "This App Saves Lives" (TASL) is a free mobile app that rewards drivers (and cyclists!) who abstain from phone-based distracted driving (and biking!). With TASL, drivers earn points and rewards for time spent driving undistracted. Learn more about TASL at bit.ly/BFU_TASL, or download the iOS App directly at: apple.co/38nkPm7 and use referral ID "LEAGUEBFU" at sign-up.
 - » TASL's new 'Parent Portal' feature allows the parents of young drivers to monitor and reward their child's safe driving behavior. Share this Parent Portal overview (PDF) in your next parent newsletter, along with the code "LEAGUE30" for them to receive 30% off any Parent Portal subscription: bit.ly/TASLParentPortalOverview. Learn more about the TASL Parent Portal at: bit.ly/BFU_TASL_Parents.

Classes & Training

- » Offer your existing classes more often to reach more people, or consider adding new classes to cover a wider variety of topics. Consider partnering with a local League Certified Instructor (LCI) to host classes. They have access to a wide array of class curriculums to offer in classroom or outdoor settings. You can find a list of local LCIs here: bikeleague.org/content/find-instructor Additionally, reaching out to your local bike groups is a great way to be able to offer classes if you do not have the capacity to do so or to leverage work that the group might already be doing and can be offered to your



campus community.

- » Make sure you're promoting your classes to as many people on campus as possible, and that you're offering classes often enough and at times and locations that work for as many students, staff, and faculty as possible. Host classes during orientations or other convenient times for students, staff and faculty. Work with other departments, campus clubs, and student organizations to offer tailored classes and reach specific audiences where they are. Consider adding new language and accessibility accommodations if needed, and also consider how and where classes are advertised.
- » Incorporate introductory classes for your campus community to help new and returning riders. Helping new or beginner riders gain confidence and skills to ride will go a long way to getting more people on bikes and helping to create a welcoming and bicycle friendly university.
- » Offer Smart Cycling or traffic skills courses on a regularly scheduled basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Ideally the instruction would incorporate a classroom portion as well as on-road training. The classroom portion of the Smart Cycling curriculum is available online at <https://learn.bikeleague.org>. For more information visit: bit.ly/BFURideSmart.
- » Ensure that your campus community is familiar with and understands the rules of the road and traffic laws for your state, community, and campus by including these topics in any bike safety classes offered. This will help ensure the safe and proper usage of bicycle facilities, user behavior, and predictability while out on the road or in traffic. While state and local laws may vary, the League offers a handy webpage covering basic common rules of the road, here: bit.ly/SmartCyclingRules. Check with your local or statewide advocacy groups to see if similar resources are available specific to your city or state.
- » Offer Cycling Skills classes including on-bike instruction on campus regularly 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 Bicycle Commuter Classes on campus, 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.
- » While one can ride a bike in any outfit, what to wear is a frequent question that comes up for bicycle commuters, and is an excellent topic to include in intro biking or bike safety classes. Being able to speak to all weather and seasonal issues can especially help students, staff, and faculty that may be new to the area and unfamiliar to the elements for your region. There are many resources on this topic including this video and webpage from the League: bit.ly/SmartCyclingWear.
- » Help your bicyclists ride year-round by including education on safely riding in rain, ice, and snow (if applicable). Help students and employees understand what gear they should consider using for inclement weather, as well as what riding techniques will help keep them safe in slippery road conditions.
- » Offer adaptive bike lessons for people with disabilities. Right now the League is working to add this training and curriculum for our League Certified Instructors. You can find out more about this by contacting the League's Smart Cycling team at education@bikeleague.org.
- » 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.
- » For new cyclists or cyclists who are new to your campus, knowing how to get around is essential to feeling confident when opting to travel by bike. Consider offering a class about route finding to help people in knowing about all their options to get from one place to another and let folks know which is the most comfortable and low-stress to use while using a bicycle.
- » 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.
- » In any bicycling class or information session offered, be sure to include tips about local bicycling resources and amenities, both on and off campus in the surrounding community. Nearby trails or recreational facilities, local bike shops or co-ops, and bike clubs, advocacy organizations or committees are all great details to make sure your campus community is aware of. Work with your local bicycle advocacy organization to come up with a resource list for your campus community to help bridge the gap beyond campus. Having ways for your campus to get involved with and resources for understanding local bicycle issues will help folks feel informed and included in the bicycle community that you are creating. Find a list of local advocacy groups, bike clubs, shops, and other potential partners to work with or highlight here: <https://www.bikeleague.org/bfa/search/map?bfaq=17013>.
- » 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.
- » Partnering with your campus sustainability office or health/wellness department is a wonderful way to collaborate and offer a class about the benefits of bicycling. Many times, campus employees can receive health benefit points or work to integrate bicycle benefit programs through the university. Work with your campus to create a class or workshop about the benefits of bicycling.
- » As part of your safety or commuter classes or workshops, be sure to offer on-bike instruction. On-bike instruction allows students, especially novice riders, to gain experience biking and to feel more comfortable



handling a bike or navigating in traffic before they try to do it on their own. Having a fleet of bikes in a variety of sizes and models, or free bike share passes, for this on-bike instruction will reduce barriers and increase access for new cyclists.

- » 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.
- » 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.
- » 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.
- » Work with a local League Cycling Instructor (LCI) to expand your bike education and to improve your bike safety and related classes. Learn more about the LCI program at <http://bikeleague.org/content/become-instructor> and find a list of existing LCIs in your area at <http://bikeleague.org/bfa/search/map?bfaq=17013>.
- » Encourage members of your campus community to become trained and certified as LCIs. Learn how at bit.ly/BFULCI. 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. See the full list of Bike Classes available at ASU at bit.ly/ASULCI.
- » Host an LCI seminar on campus to increase the number of active local LCIs. 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

- » 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/MarqBublR.
- » Celebrate National Bike Month, including Bike to Work Day and Bike to School Day on campus annually. Learn more about National Bike Month at bikeleague.org/bikemonth.
- » 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.
- » Participate in the National Bike Challenge as a campus! The National Bike Challenge offers prizes, community, and friendly competition to encourage daily ridership. Anyone can sign up for free anytime! Learn more at bit.ly/NatBikeChallengeBFU.
- » 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.
- » Form an Employee Bike Commuter Club to foster a culture of support and to more effectively distribute news and information to staff, faculty and student employees who commute to campus by bike. Check out UCLA's Commuter Club at bit.ly/BruinComClub.
- » 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, or even a collegiate-level bike club or racing team. See USA Cycling's 'Starting a Collegiate Cycling Club' Quick Guide at bit.ly/USA_Cycling_CollegeClub.
- » 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.

Access to Bike Share, Bicycle Equipment, and Repair Services

- » 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. 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.
- » 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.

Bike Theft and Loss Prevention

- » 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 trading in an old cable lock at their Cycle Learning Center (campus bike shop). See their bus ad for the program here: bit.ly/BoiseLockTrade.

- » Develop a marketing campaign to educate students on how best to lower their chances of bike theft, including proper lock usage, best types of locks, most secure racks on campus for long-term storage, and other considerations.
- » 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.
- » 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

- » 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.
- » Add bicycle amenities such as bike lanes, bike parking, nearby bike shops, and fix-it stations on your printed map.

EVALUATION & PLANNING

Staffing and Committees

- » Rather than having a paid student intern fill this role, appoint a full-time staff member as Bicycle Program Manager or create a new 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.

- » Great job holding frequent Bicycle Advisory Committee meetings. Be sure to promote these meetings appropriately to garner strong attendance 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: student government, local city/county/regional government staff, 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's good that bicycling is included in your general campus master plan, but to further strengthen your school's commitment to bicycling, consider creating a comprehensive bicycle-specific master plan. Ensure that the plan serves as a guide for the long-term physical and programmatic vision for your campus, and 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. Compliment infrastructure planning with encouragement, education, and inclusive outreach programs to increase accessibility and usage. Develop a clear vision statement and set 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.

- » **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.

Evaluating Ridership & Bicyclist Satisfaction

- » 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.
- » 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.

Evaluating & Improving Safety Outcomes

- » Ensure that all bicycle/bicycle and bicycle/pedestrian crashes are properly reported to the university and local officials. Further use that data to identify any points of conflict on campus that may need special attention.
- » 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.
 - » Ban all cell phone use while operating a motor vehicle on your campus.
 - » Promote the well-being of cyclists on your campus by making it illegal to harass a cyclist.
 - » 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.

Other Evaluation & Assessment Tools

- » To help make the case for increased investments in bicycling on your campus, consider partnering with a local organization or campus department to conduct impact assessments that help demonstrate and quantify the positive impact and return on investment for bicycling improvements. From sustainability, to economics, to equity and mobility, to health & wellness, to safety, there are many benefits to quantify and capture through a study or impact assessment. Here are some examples: The University of Arkansas was included in a Walton Family Foundation-funded economic impact study for the Northwest Arkansas Region: bit.ly/Walton_NWAEconStudy. See Minnesota State University, Mankato's environmental impact study at



bit.ly/MankatoEnviro.

- » 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, usage, 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.
- » Conduct a comprehensive mobility or travel behavior survey or study, at least once every 4-5 years on campus. This helps you to develop benchmarks and track changes over time in travel behavior and patterns for all modes, including the preferences, barriers, and satisfaction, and safety levels for different modes and across different socioeconomic groups. Be sure to include staff, students, and faculty, and to capture demographic and other socioeconomic information about survey respondents to give full context to the information collected. For a great example, see Michigan State University's 2019 Spartans Sociomobility Centennial Survey: bit.ly/MSU_SocioMobilitySurvey.
- » 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!
- » *"We plan to make D-walk safer for bikes by making the road one way to cars. Additionally, we have plans to host more bike safety courses, demonstrations and outreach to ensure that our students are equipped with the appropriate knowledge and tools to be safe bikers on the road. To help with this initiative, bike safety cards continue to be printed to be handed out to the Dickinson community upon registering their bicycle with the college. Many of our future efforts will continue to go into our existing initiatives such as the Handlebar, the on-campus bike co-op, in order to make the organization more visible to the Dickinson community."*
- » *"In the future, we at Dickinson would like to improve biking in many different ways. For example, through more organized bike rides similar to Northside Ride, students will feel more comfortable biking in Carlisle and the surrounding communities. These rides will get more students interested in biking on campus and off."*
- » *"Additionally, we will continue rebuilding interest in volunteering and visiting the Handlebar, our on-campus bike repair shop and co-op, and its relationship with sustainability after transitioning back to in-person learning by being present on social media and campus activity events."*



BICYCLE FRIENDLY UNIVERSITY



Dickinson College

Feedback Report

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

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

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

*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.*