



BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT 2017



KEENE STATE COLLEGE

Congratulations! The League of American Bicyclists has designated **Keene State College** as a Bicycle Friendly University at the **SILVER** level. Reviewers were very pleased to see the current efforts and dedication to promoting cycling for transportation and recreation on your campus.

Highlights of the application include: Green Bikes Program and center; Refurbishment of old bicycles; Bike Mania event; Emphasis on covered/indoor bicycle parking.

Below, reviewers provided key recommendations to further promote bicycling at Keene State College along with a menu of additional pro-cycling measures that can be implemented in the short and long term. (Short-term recommendations that often see quickest results are **highlighted in bold**.)

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!

The key measures Keene State College should focus on to improve cycling on campus:

- Expand the bike program to encompass all 5 E's. See what other colleges and universities are doing and engage with your peers at: www.universitybikeprograms.org
- Increase the quality of bicycle parking on campus. Develop a bike parking policy requiring all bike racks to meet APBP design guidelines. (*See Engineering*)
- Develop a comprehensive bicycle education program, including an ongoing public safety awareness campaign, as well as regular bicycle safety and maintenance classes. (*See Education*)
- Have Public Safety officers distribute U-locks, helmets, and bike lights with bike safety messages to encourage a culture of bike safety on campus. (*See Enforcement*)
- Expand the existing part-time Green Bikes Operator role into a full-time Bicycle Program Manager position. (*See Evaluation & Planning*)
- Include more campus and community stakeholders in your campus Bicycle Advisory Committee. (*See Evaluation & Planning*)
- Expand efforts to track and evaluate crash statistics and produce a specific plan to reduce the number of crashes on campus. (*See Evaluation & Planning*)

Menu of additional recommendations to further promote bicycling:

Engineering

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.

Develop a comprehensive Transportation Demand Management (TDM) program to promote bicycling, walking, transit, and other alternatives to Single Occupancy Vehicle (SOV) driving on campus. See [Yale's "Transportation Options" site](#) for a great example of the kinds of resources this program should make available.

Provide [ongoing training](#) opportunities for engineering and planning staff related to accommodating bicyclists. Consider [providing APBP memberships](#) for one or more related staff.

Encourage relevant staff to attend the [National Bike Summit](#) each year to connect with their peers and learn about best practices from around the country.

Continue to increase the amount of [high quality bicycle parking](#) at popular destinations such as transit stops, class room/lab buildings, dorms, recreation and entertainment facilities, and retail and office locations on campus. More and more institutions also ensure that off-campus student housing provides secure and covered bike parking.

Consider constructing a bike station to provide centrally-located, secure and covered parking for cyclists. Like the [Bike Center at the University of Minnesota](#), a bike station can serve as a hub for commuters providing repair services, shower and locker facilities, and bike route and event information.

[Check out other areas that have already implemented similar facilities.](#) [Portland State University has a successful permit program](#) for its indoor bike rooms. [University of Wisconsin-Madison offers paid bicycle parking](#) via bike lockers and cages.

Ensure that the standards for all bike parking conform to the [Association of Pedestrian and Bicycle Professionals \(APBP\) bike parking guidelines](#).

Provide bicycle repair stands and free-standing air pumps for bicyclists on campus. [See what UC Santa Barbara is doing.](#) Provide guidance on your website on where the stations are and what they have to offer, [like Portland State University does.](#)

All transit vehicles such as campus shuttles should accommodate bicycles with bike racks or with access on the vehicle. See [this report](#) on integrating bicycling and transit. Provide [education](#) on using transit bike racks.

Expand the bike network and increase network connectivity through the use of different types of [bike lanes](#), [cycle tracks](#) and [shared lane arrows](#). On-street improvements coupled with the existing off-street system [will encourage more people to cycle](#) and will improve safety. Ensure smooth transitions for bicyclists between the trail network and the

street network. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels. Ensure that all bicycle facilities conform to current best practices and guidelines – such as the [NACTO Urban Bikeway Design Guide](#), [AASHTO Guide for the Development of Bicycle Facilities](#) and your state or local DOT's own guidelines.

Place way-finding 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.

Make signalized intersections safer and more comfortable for cyclists. Include elements such as color, signage, medians, signal detection, and pavement markings. The level of treatment required for bicyclists at an intersection will depend on the bicycle facility type used, whether bicycle facilities are intersecting, the adjacent street function and land use. See the [NACTO design guidelines](#) for recommended intersection treatments.

Education

Create a comprehensive, dedicated website for your bicycle program to easily connect students, employees, and community members with information and resources related to biking on campus. Include content on your [bicycle parking](#), instructions for [bike registration](#), information

about your [Bicycle Advisory Committee](#), a calendar of upcoming [classes and events](#), a [suggestion form](#) to collect ideas for improvements, [safety tips](#) and [FAQs](#) about biking on campus, [maps of biking amenities](#) on campus, and an [outline of all the policies and rules of the road](#) that bicyclists should be aware of before they come to campus. Consider also creating [a blog to inform and update audiences](#) on new plans and developments related to bikes on campus, and [use social media](#) to interact with more campus bicyclists on a regular basis. Finally, [show off your status as a Bicycle Friendly University](#) to let incoming students and employees know to look forward to the great services and amenities for bicyclists on your campus!

The League of American Bicyclists offers a pocket-sized *Smart Cycling Quick Guide* that can be purchased in English and Spanish for distribution on your campus. Preview the guide and learn more at bikeleague.org/quickguide.

The League offers [a series of educational videos](#) that can easily be downloaded or shared online. Topics range from How to Choose a Bicycle, to proper steering, signaling, and intersection positioning on a bike. Use these videos to educate your students, faculty, and staff on bicycling basics. Use the videos as part of new student orientation training, or as a prerequisite to using the campus bike share program. Make these videos available on your website and share on social media to promote bike safety education to broader audiences. View and download the videos at: bikeleague.org/ridesmartvideos.

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. Take advantage of your local bicycle groups for content development and volunteers. Check out some of the promotion that Emory has done to support their [Why Not? Campaign](#) and see [Harvard’s LOOK safety campaign](#). Or consider Stanford’s multi-pronged approach to Bike Safety through events and programs such as a Dorm Challenge, a bike ambassador program led by [Sprocket man](#), and a bike [safety pledge](#).

Consider expanding your bicyclist education programs by introducing a bike ambassador program like Stanford’s or Colorado State University’s [RamBassador program](#) or [The College of William & Mary’s Bike Ambassadors](#) program.

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 UC Davis’ Bicycle Education and Enforcement Program](#).

Offer Cycling Skills classes, Traffic Skills 101 classes and bike commuter classes 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 Traffic Skills 101 is available [online](#) as well. For more information visit: bikeleague.org/ridesmart.

Team with a local bicycle group, bicycle shop or a League Cycling Instructor in your area to offer frequent maintenance workshops on campus. A short tutorial on how to change a flat can empower a person to ride their bike more often.

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](#).

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. [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. [Clemson University has a Bicycle Research Team](#) whose goal is to “improve bicycling opportunities through research and service.”

Host a League Cycling Instructor (LCI) seminar to increase the number of [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. Visit bikeleague.org/ridesmart for more information.

Consider a peer-to-peer education model to increase the effectiveness 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 ASU.](#)

Encouragement

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!

Launch a bicyclist mentorship program. A bike mentorship program that teams experienced cyclists with newcomers is a great way to encourage and educate. Mentors can offer advice on bike routes, appropriate gear, safe riding and much more. It also gives new commuters a support group to rely on and often makes them feel more secure and excited about their first few rides. [Learn about UCLA's Bike Buddies program.](#)

Establish a formal incentive program for those who bike commute. This could include such benefits as cash incentives, a Guaranteed Ride Home program, car share discounts and coupons for local bike shops. Check out the [University of Minnesota's ZAP Bike Commuting program](#) through [Dero ZAP](#) and see how [Harvard encourages employees to bike to work through the Bike Commuter Tax Benefit.](#)

Consider offering bike valets at events throughout the year to solve parking issues at well-attended events. For example, Boise State University offers bike valet service at football games. See what the University of Arizona is doing to encourage bicycling through an [all year bike valet](#). In Portland, [Oregon Health & Science University](#) (OHSU) partners with [Go By Bike](#) to offer free valet bike parking to students, employees, and the general public every day, Monday-Friday 6am-7:30pm.

Host, sponsor and encourage a variety of social and non-competitive bicycle-themed events year-round, such as a bike-in movie festival, a bicycle fashion show (stylish alternatives to lycra), Halloween bike decoration competition, a bike to the arts event, etc. Make sure to widely advertise all bicycle-themed events and programs. Provide appropriate safety measures such as road closures or police escorts. [Read about what UC Santa Barbara has done during CycleMAYnia.](#)

Add bicycle amenities such as bike lanes, bike parking, and fix-it stations to your online campus map. [Yale has an interactive map](#) with bike racks and other bike-related facilities, as well as a way for students to [suggest additions](#) to improve the map. Several schools have used Google Maps to build interactive online maps of their campus bike facilities. See Oklahoma University's [OU Bike Inventory](#), the [Georgetown University Bicycling Map](#), and the [American University Bike Map](#) for examples. Printed campus maps can also be a great place to provide bike education and information to more

people, [as Washington University in St. Louis has done.](#)

Enforcement

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 2014, and how the [University of Wisconsin – Madison's Police Department reduced bike thefts by 40%](#) in the first year of their Bait Bike program.

Offer affordable bike lock rentals or free bike locks to students and employees to help reduce bike theft on campus. See [Portland State University's U-lock Rental program](#).

Have Public Safety officers distribute helmets and bike lights (or coupons to the local bike shop for both) at least annually to encourage all types of cyclists to ride more safely and to remove the barriers to attaining these essential bike accessories. [See the helmet promotions at Stanford.](#) Learn about [Light the Night, the annual light giveaway event at the University of Illinois at Urbana-Champaign](#).

Ask police officers to target both motorist and cyclist infractions to ensure that laws are being followed by all road users. Ensure that bicycle/car crashes are investigated thoroughly and that citations are given fairly.

Enforcement practices can also include positive enforcement ticketing. Officers and student bicycling ambassadors could team up with local stores to reward safe cycling practices by handing out gift certificates to cyclists who are “caught” following the law.

Increase the number of Public Safety officers that patrol campus on bikes, as it gives officers a better understanding of the conditions for cyclists. Also ensure that streets as well as secluded off-road paths are regularly patrolled to improve personal safety and encourage more people to take advantage of these amenities. [The University of Texas at Austin has a full-time Mountain Bike Unit.](#)

Ensure that all Public Safety officers are initially and repeatedly educated on the “Share the Road” message and traffic law as it applies to bicyclists and motorists. Training is offered by the [International Police Mountain Bike Association](#), the [Law Enforcement Bicycle Association](#) and the National Highway Traffic Safety Administration (see their [Roll Call video “Enforcing Law for Bicyclists.”](#)) Encourage at least one of your Public Safety officers to become a [League Cycling Instructor](#).

Evaluation & Planning

Expand the existing part-time Green Bikes Operator role into a full-time Bicycle Program Manager position, focused on a wider variety of campus bicycle projects and improvements. This full-time staff person should spend more time working closely with the [Bicycle Advisory Committee](#), reviewing

Benefits of Further Improving Keene State College for Cycling

development proposals to ensure that bicycle requirements are incorporated and to assess bicycling impacts, developing and implementing educational and promotional programs, writing grant proposals, serving as the contact for bicycling inquiries and complaints, educating other staff about state and federal facilities standards and guidelines, and coordinating with neighboring communities, transit agencies and other departments to implement policies and projects. [See this report on the importance of Bicycle & Pedestrian program staff.](#)

Include more stakeholders in the [Bicycle Advisory Committee](#) (BAC) 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, campus safety or law enforcement, campus and city/regional planning, and health/wellness. A BAC is critical to building support for bicycle improvements as it ensures that the bicycle program is held accountable to the campus population and surrounding communities. It creates a systematic method for ongoing staff, faculty and student input into the development of important policies, plans, and projects. BACs should be involved in developing relevant policy and planning documents, setting priorities, reviewing annual bicycle program work plans, and reviewing major projects. [See this guide to forming a Bicycle Advisory Committee.](#)

Create a bike-specific [campus bike master plan](#) that will guide future plans with a long-term physical and programmatic vision for your campus. Focus on developing/completing a seamless cycling network that emphasizes and creates short distances between residential buildings and

Increasing bicycle use can [improve the environment](#) by reducing the impact on the community of pollution and noise, limiting greenhouse gases, and improving the quality of public spaces; **Reduce congestion** by shifting short trips (the majority of trips in cities) out of cars. This will also make campuses more accessible for public transport, walking, essential car travel, and emergency services; **Save lives** by creating safer conditions for bicyclists and as a direct consequence improve the safety of all other road users. [Research shows](#) that increasing the number of bicyclists on the street improves bicycle safety; **Increase opportunities** for students, faculty and staff to participate socially and economically in campus and community activities, regardless of income or ability.

Greater choice of travel modes also increases independence; [Boost the economy](#) by creating a campus environment and community that is an attractive destination for new students, residents, tourists and businesses; **Enhance recreational opportunities** and further contribute to the quality of life on campus; [Save university funds](#) by increasing the efficient use of public space, reducing the need for costly new road infrastructure, preventing crashes, improving the health of the campus community, and increasing the use of public transport; **Enhance campus safety and security** by increasing the number of “eyes on the street” and providing more options for movement in the event of emergencies, natural disasters, and major campus events; [Improve the health and well being](#) of the campus population by promoting routine physical activity.

popular destinations such as classroom buildings, cafeterias, recreational facilities and transit stops. Compliment infrastructure planning with encouragement, education, and enforcement programs to increase ridership and safety. Develop a clear vision statement and set ambitious but attainable targets. The overarching goal should be to increase the percentage of trips made by bicycle on campus. [Check out University of Utah's plan as an example.](#)

Ensure that there is dedicated funding for the implementation of the bicycle master plan, as well as ongoing bicycle infrastructure and programming needs. Dedicating a portion of automobile parking fees toward non-automobile facilities and services is a great way to establish a baseline annual budget for bicycle improvements. You can also reach outside the university for grants and private funding for specific projects.

Install automatic bicycle counters on your campus to better gauge ridership on an ongoing basis. Look into tools such as the [EcoCounter](#) for automatic electronic counters, or online services like the [National Bike Challenge](#) for self-reporting data collection. Learn about [UCLA's automated bike counter](#) and [publicly available ridership data](#). See how the University of Minnesota uses the [Dero ZAP Program](#) to track and reward ridership on their campus.

Expand efforts to track and evaluate crash statistics to produce a specific plan to reduce the number of crashes on campus. Available tools include [Intersection Magic](#) and [PBCAT](#). See the report [Bicyclist Fatalities and Serious Injuries in New York City 1996-2005](#).

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 the commuter.

Consider conducting an [economic impact study](#) on bicycling within your college/ university.

For more ideas and best practices please visit the [Bicycle Friendly University Resource Page](#).

Please also see the attached document for additional comments and feedback from bicyclists on your campus.