



# BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT 2015



**CALIFORNIA STATE UNIVERSITY,  
LONG BEACH**

**Congratulations!** The League of American Bicyclists has designated **California State University, Long Beach** 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: Lock & Roll Program; monthly bike repair workshops and Traffic Skills 101 classes on campus; "Ride" campaign; "Think Twice Thursday"; Ride Rewards; CSULB Bicycle and Pedestrian Circulation Study; bicycle curriculum in back-to-school events.

Below, reviewers provided key recommendations to further promote bicycling at California State University, Long Beach 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 California State University, Long Beach should focus on to improve cycling on campus:

- Expand the Bicycle Program Manager's time focused on bicycle projects. *(See Evaluation & Planning)*
- Create a Bicycle Advisory Committee (BAC) that meets frequently to support campus bicycle initiatives. *(See Evaluation & Planning)*
- Continue to increase the amount of high quality bicycle parking at popular destinations on campus. *(See Engineering)*
- Expand the bike network and increase network connectivity through the use of different types of bike lanes, cycle tracks and shared lane markings. *(See Engineering)*
- Start a bicyclist and motorist ticket diversion program. *(See Education)*
- Promote cycling throughout the year by hosting more frequent bicycle events and organized bike rides. *(See Encouragement)*
- Launch a campus bike sharing system for students, faculty, and staff. *(See Encouragement)*
- Establish an on-campus bike center that students can easily access for bicycle repairs and services. *(See Encouragement)*

- Increase the number of campus security officers who patrol on bikes, and appoint a law-enforcement point person to interact with cyclists. *(See Enforcement)*
- Update the campus bike master plan to reflect current needs, and to continue to guide the long-term physical and programmatic vision for your campus. *(See Evaluation & Planning)*
- Increase data collection efforts on campus, including tracking bicycle-related crashes and distributing a regular satisfaction survey to students and employees to better understand barriers to cycling. *(See Evaluation & Planning)*

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## Menu of additional recommendations to further promote bicycling:

### Engineering

**Adopt a Bicycle Accommodation policy to ensure that all pathway and building construction projects on campus consider and accommodate optimal bicycle access.**

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

Ensure that there are easily-accessible end-of-trip facilities for all bicyclists commuting to your campus.

Consider a policy requiring showers and locker rooms in all non-residential buildings. One of the most common excuses people use to not commute by bike is that they don't have a shower at their destination. Also make sure to provide showers and lockers as a benefit not as an additional cost to off-campus students and employees.

**Provide covered bike parking on your campus, particularly near residence halls. Covered bike parking protects bikes from sun and precipitation, thus potentially adding years of life to a bike. It is more comfortable and more convenient for bike owners, and it is a great way of illustrating the administration cares about bicycling.**

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.](#)

**Allow students who live on campus to store their bikes in their dorm rooms. See Northwest University's [Campus Life policies](#) relating to bicycle storage in campus housing.**

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 expansion of the 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 DOT's own guidelines.

Develop a system of [bicycle boulevards](#) that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all skill levels. [Learn more about bicycle boulevards.](#)

**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 intersections safer and more comfortable for cyclists. Include elements such as 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

**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](http://bikeleague.org/quickguide).**

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](#).

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.](#)

Bicycling should be offered regularly within physical education course offerings.

[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](http://bikeleague.org/ridesmart) for more information.

## Encouragement

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.

**Promote cycling throughout the year by hosting frequent organized bike rides for students, staff, faculty, and community members. Encourage novice riders to participate as a way to learn more about navigating the campus on a bike, and include safety instruction before each ride. [See Champlain College's weekly rider series, ChampRiders Cruise.](#)**

Recreational bicycling can be promoted through nearby bicycle amenities such as a mountain bike park, a cyclocross course or a pump track. If such facilities exist, partner with local organizations to promote these resources to on-campus students.

Consider launching a bike sharing system for students, faculty and staff. A bike share system is a convenient, cost effective and healthy way of encouraging students and employees to make short trips by bike. For inspiration, see what is being done at [Emory University in Partnership with Fuji](#), see how [Yale is using Zagster bikes](#) for its bike share program, and check out the automated [Wolf Ride Bike Share system at Stony Brook University](#).

Establish an on-campus bike center that students can easily access for bicycle services. Check out [UC Davis' student-run Bike Barn](#) or [Portland State University's The Bike Hub](#) or [Dickinson College's The Handlebar](#) 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.

## Enforcement

**Increase the number of Public Safety officers that patrol streets on bikes, as it gives officers a better understanding of the conditions for cyclists. Also ensure that secluded off road paths are regularly patrolled to improve personal safety and encourage more people to take advantage of this amenity.**

**Appoint a law-enforcement point person to interact with cyclists. This will actively facilitate stronger connections between the bicycling community and law enforcement, which will**

**improve road safety for all users and improve fair enforcement of motorist and cyclist infractions.**

Have Public Safety officers distribute helmets and bike lights (or coupons to the local bike shop for both) 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.](#)

## **Evaluation & Planning**

Continue to expand the bike program on your campus. See what other universities are doing and what resources are available for higher ed institutions: [universitybikeprograms.org](http://universitybikeprograms.org).

Expand the Bicycle Program Manager's time focused on bicycle projects. This staff person should spend more time working closely with the [Bicycle Advisory Committee](#), reviewing development proposals to ensure that bicycle requirements are incorporated and to assess bicycling impacts, developing and implementing educational and promotional programs, writing grant proposals, serving as the contact for bicycling inquiries and complaints, educating other staff about state and federal facilities standards and guidelines, and coordinating with neighboring communities, transit agencies and other departments to implement policies

and projects. [See this report on the importance of Bicycle & Pedestrian program staff.](#)

Having an official Bicycle Advisory Committee (BAC) for the University is critical to building support for bicycle improvements as it ensures that the bicycle program is held accountable to the campus population and surrounding community. 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. Ensure that the members of the committee reflect the diversity and ability levels of cyclists on your campus, and invite representatives from student, staff, faculty, and community organizations. [See this guide to forming a Bicycle Advisory Committee.](#)

**Update your campus bicycle plan to ensure that state-of-the-art bicycle facilities are included, and that infrastructure planning is complimented with encouragement, education, and enforcement programs to increase usage.**

In addition to the periodic manual counts currently conducted, consider participating in the [National Bicycle and Pedestrian Documentation Project](#). 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. See how

the University of Minnesota uses the [Zap! Program](#) to track and reward ridership on their campus.

Develop a reporting system to track bicycle, bicycle/pedestrian, and bicycle/automobile crashes to help identify conflict points 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](#) and [PBCAT](#). See the report [Bicyclist Fatalities and Serious Injuries in New York City 1996-2005](#).

Distribute a [satisfaction survey](#) to students and faculty. 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.

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

## Benefits of Further Improving California State University, Long Beach for Cycling

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.