

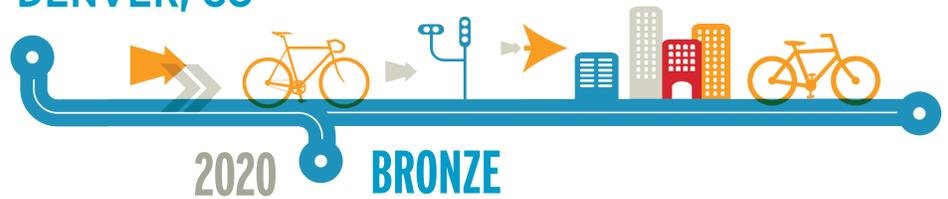


BICYCLE FRIENDLY UNIVERSITY

UNIVERSITY OF DENVER

DENVER, CO

Feedback Report



CONGRATULATIONS! THE LEAGUE OF AMERICAN BICYCLISTS HAS DESIGNATED UNIVERSITY OF DENVER AS A BICYCLE FRIENDLY UNIVERSITY AT THE BRONZE 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.DU.EDU/SUSTAINABILITY/CONTENT/SUSTAINABILITY-DU-BIKE-SHOP](https://www.du.edu/sustainability/content/sustainability-du-bike-shop)

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
National/Regional University	11,952	21%	4.15	12%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	
Urban	3,279	4.31 miles	3.1	

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

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

HIGHLIGHTS OF UNIVERSITY OF DENVER'S 2020 BFU

APPLICATION INCLUDE:

- » Club Cycling Team
- » Mobility Committee on the Sustainability Council
- » DU Bike Shop
- » Mobility Team at the Center for Sustainability
- » Orientation bike ride for incoming freshmen with educational safety components
- » Sustainable Transportation academic course
- » Annual workshops for new employees and students on How to Bicycle in Denver
- » Weekly farmers market rides during the fall
- » 2018 Dockless Bikeshare Pilot program
- » Mobility Munchies (a bike to work breakfast)

KEY STEPS TO SILVER:

- » Continue to work with the City of Denver to expand the on-road bike network and increase network connectivity on and around campus through the use of appropriate low-stress bicycle facilities. (See Engineering)
- » Continue to increase the amount of high quality bicycle parking at popular destinations on campus. Prioritize indoor, secure, and/or covered parking where possible. (See Engineering)
- » Offer Smart Cycling and cycling skills classes, bike commuter classes, and bike maintenance workshops on campus regularly throughout the year. Host a League Cycling Instructor seminar to increase the number of local LCIs qualified to teach classes. (See Education)



- » *Develop inclusive education and encouragement outreach methods and programs that specifically target women, people of color, families with young children, the LGBT community, ADA community, low-income, and non-English speaking communities, in addition to general non-targeted outreach and media campaigns that promote safe bicycling. (See Education and Encouragement)*
- » *Appoint a full-time, permanent staff member as official Bicycle Program Manager or create a new position. (See Evaluation & Planning)*
- » *Increase data collection efforts on campus, including automated bike counters, satisfaction surveys, and a crash reporting system for bicyclists and pedestrians. (See Evaluation & Planning)*

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

ENGINEERING

- » 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 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.
- » 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.
- » Create 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.
- » Send relevant staff to conferences and 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 the 2021 Summit at bit.ly/NBS21_YouTube.

- » Develop a bike parking ordinance or campus-wide policy requiring bike parking at all new and existing buildings and even for parking garages, if your campus has any. Check out this guide to passing an effective bicycle parking ordinance at bit.ly/BikeOrdinance.
- » 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 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.
- » 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.
- » Increase the amount of high-quality bicycle parking on campus to meet growing demand, and upgrade all campus bike parking so that 100% conforms to the Association of Pedestrian and Bicycle Professionals (APBP) Bicycle Parking Guidelines. Find the latest APBP Guidelines at bit.ly/APBP_BikeParking, and learn more about campus-specific bike parking considerations at bit.ly/GroundControl_Guide.
- » 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.
- » Create an indoor bike room for students and commuters to securely store their bicycles. Indoor bike rooms provide additional protection from the weather and offer cyclists increased peace of mind. Portland State University has a successful permit program for its indoor bike garages: bit.ly/PSUBikeRoom. The University of Kentucky recently opened its first indoor bike room, complete with 60 secure bicycle parking spaces, showers, lockers, a fix-it station, and water bottle fillers. Learn more at bit.ly/UK_IndoorBikeRoomNews.
- » Increase the security of your campus bike parking through the use of bike cages and other secure parking areas. Students and commuters will feel more comfortable bringing their bicycles to campus knowing they are safe and secure. See how the Boston University Medical Campus utilizes bike cages at bit.ly/BUMCBikeCages. See how the University of Wisconsin-Madison offers paid bicycle parking via bike lockers and cages at bit.ly/UWMBikeParking.
- » Develop an engineering policy or guidance document that recommends or requires end-of-trip facilities such as showers in non-residential buildings on campus to encourage more people to commute from off-campus by bike. One of the most common excuses people use to not commute by bike is that they don't have a shower at their destination. Lockers can help bike commuters find a place to safely store their belongings while on



- campus, reducing the need to drive and rely on vehicles for personal storage.
- » If locker rooms are available in non-residential campus buildings, make sure access to these lockers are offered as a benefit for bike commuters, not as an additional cost to students and employees who use sustainable, active transportation to travel to and from campus.
 - » 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.
 - » Work with Denver to increase and improve connectivity of the on-road bicycle network on and around your campus. Below are several recommendations for specific infrastructure types to consider to ensure your bike network meets national standards and best practices. Ensure that your campus and community both follow a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
 - » Your application indicated that your campus has less than one mile of protected/buffered bike lanes or cycle tracks. Consider increasing cyclist safety by adding new protected bike lanes or cycle tracks to your campus roads. Expand your low-stress bikeway network for all ages and abilities by converting existing painted bike lanes to protected bike lanes by adding physical barriers or additional space to increase separation and protection for bicyclists, particularly on higher speed roads and those with higher levels of motor vehicle traffic. Check out NACTO's guide to cycle tracks at bit.ly/NACTOCycleTrack.
 - » Consider converting any existing low-speed/low-traffic streets on campus into bicycle boulevards through additional traffic calming measures. Learn more at bit.ly/NACTOBikeBlvds.
 - » 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_TrafficCalm101.
 - » Consider creating colored bike lanes on campus to boost cyclist visibility and improve safety, particularly in conflict areas such as intersections and near on-street car parking. Learn more from NACTO: bit.ly/NACTO_ColorLanes.
 - » Lower the speed limit to 20 mph on campus streets. Speed has been identified as a key risk factor in road traffic injuries, influencing both the risk of a road traffic crash as well as the severity of the injuries that result from crashes. For instance, pedestrians and cyclists have a 90% chance of survival if hit by a car travelling at a speed of 20 mph or below, but less than a 50% chance of surviving an impact of 30 mph or above. Learn more about speed management techniques from NACTO: bit.ly/NACTO_Speed. The United Nations Road Safety Collaboration developed a Speed Management Manual for policymakers at bit.ly/WHOSpeed.
 - » 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.
 - » Consider adding speed tables to on-campus streets to calm traffic and reduce the speed of on-campus traffic to levels that are safer for cyclists and pedestrians. Learn more about speed tables from NACTO: bit.ly/NACTO_SpeedTable.



- » Consider implementing car restrictions or even car-free zones on campus to increase safety by reducing the potential for conflicts between cars and bicyclists and pedestrians.
- » Consider implementing automated (e.g. camera or video) speed enforcement for motor vehicles on your campus roads, and/or work with your local community to do the same on roads on and around your campus.
- » Reduce the potential for bicyclist/pedestrian conflicts by introducing parallel but separated pathways on campus.
- » Adequately maintain your on- and off-road bicycle infrastructure to ensure usability and safety. Increase the frequency of sweepings and address potholes and other hazards more quickly. Ensure that pathways are adequately cleared of snow and ice for the safe passage of bicycles in the winter. Develop a formal campus policies or standard operating procedures that mandate timely and thorough maintenance of on- and off-road bicycle facilities.
- » Accommodate bicyclists during construction by providing suitable detour routes and signage. See Stanford's Head's Up Campaign, designed to inform their campus community of construction activity and to provide strategies for navigating safely, whether on foot or on wheels at bit.ly/StanfHeadsUp.
- » 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.
- » Consider starting an online feedback form to make giving feedback easy and accessible to the university population.
- » Host in-person forums to address any grievances bicycle facility users may have and to generate new ideas for future plans.
- » 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 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.

EDUCATION

- » 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, staff, and visitors on bicycling basics. Use the videos as part of new student/employee orientation, or as a prerequisite to accessing 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, including parents and prospective students. View and download the videos at: bikeleague.org/ridesmartvideos.
- » If your campus has safety or informational presentations for incoming students, faculty, and staff, make sure there is a component of those presentations that covers bike safety and the various amenities and services for bikes on campus and in the surrounding community.
- » Include information about bicycling on campus in the student handbook. Topics covered should include basic safety tips, rules of the road for your campus, community, and/or state, relevant policies or campus-wide rules, amenities and services such as bike parking locations, bike registration, organized rides, classes, related clubs, and more.
- » If your campus distributes welcome packets to new students and/or employees, make sure bicycling topics are included here as well. Check out the webpage that Stanford dedicated to educate new students about biking on their campus at bit.ly/BikeNewStudents.
- » It is essential to continually make both motorists and cyclists aware of their rights and responsibilities on



the road. Expand your education campaign promoting the “Share the Road” message. Consider Stanford’s multi-pronged approach to Bike Safety through events and programs such as a bike safety Dorm Challenge, a bike safety campaign led by Sprocket Man (bit.ly/SprocketMan), and a bike safety pledge detailed at bit.ly/StanfBikePledge. See below for more ideas to educate both bicyclists and motorists about roadway safety.

- » Organize a campaign of public service announcements to educate your university community on sharing the road safely. Check out some of the promotion that Emory has done to support their Why Not? Campaign at bit.ly/EmoryWhyNot and see Harvard’s LOOK safety campaign at bit.ly/HarvardLOOK.
- » Expand the reach of your bicyclist education programs by introducing a bike ambassador program like Colorado State University’s RamBassador program (bit.ly/RamBassadors), UCI Irvine’s Bike Ambassador program (bit.ly/BikeUCI_Amb) or The College of William & Mary’s Bike Ambassadors program (bit.ly/WMBikeAmb).
- » Advance cyclist safety on campus by providing educational materials with bike registration or as a prerequisite for bike share program users.
- » Start a bicyclist and motorist ticket diversion program. Students given a citation are offered an opportunity to waive fees for violations by attending a bicycling education course. This should include a classroom and on-road component. See U.C. Davis’ Bicycle Education and Enforcement Program at bit.ly/UCDavisBEEP.
- » Offer Smart Cycling or Traffic Skills 101 courses on a 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 Traffic Skills 101 is available online at <https://learn.bikeleague.org>. For more information visit: bit.ly/BFURideSmart.
- » Offer Cycling Skills classes (3-4 hours with classroom instruction) and Commuter Classes (1-2 hours with classroom instruction) as well, also ideally at least once a month. Again, contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. 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 visit: bit.ly/BFURideSmart.
- » Team with an on-campus or local bicycle group, bicycle shop or a League Cycling Instructor in your area to offer maintenance workshops on campus more frequently. Aim to offer these opportunities at least monthly to reach a wider audience of students and employees. A short tutorial on how to change a flat can empower a person to ride their bike more often.
- » Check out the League’s new online learning center to further expand your bike safety education offerings on campus: <https://learn.bikeleague.org>. New learning modules are being added regularly, including interactive bike safety quizzes that complement Smart Cycling curriculum that all LCIs are equipped to teach.
- » Partner with local government, organizations, or advocacy groups to expose students to real-world applications in their bicycle-related courses.
- » Encourage members of your campus community to become trained and certified as League Cycling Instructors (LCIs). Having an LCI on campus can advance safe cycling education on your campus. 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 a League Cycling Instructor (LCI) seminar on campus to increase the number of active local LCIs. Having local instructors will enable your institution to expand cycling education, recruit knowledgeable cycling ambassadors, educate motorists, and have experts available to assist in encouragement programs. Learn how to host a 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.
- » Start a motorist education program for your institutions' professional drivers including campus transit operators, campus safety, law enforcement, emergency responders, facilities and maintenance staff, and anyone else who may operate a university-owned vehicle. 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. Consider making Bicycle Friendly Driver training a pre-requisite for employment or part of ongoing professional development for all transit operators and other professional drivers on campus.
- » Expose motorists on your campus to 'Share the Road' and 'Bicycle Friendly Driver' education by providing related information in all campus drivers' education or with all parking permits. Consider requiring a 'Share the Road' test or Bicycle Friendly Driver training and quiz as a prerequisite to purchasing a parking pass or permit on campus. Work with a local LCI to offer the League's Bicycle Friendly Driver curriculum (bit.ly/BFDriver) to all motorists accessing your campus.

ENCOURAGEMENT

- » Emphasize the importance of bicycling on campus by encouraging your President or Chancellor to lead or participate in an annual bike ride. See how Marquette University's President led a ride to celebrate the opening of a new bike share dock on campus at bit.ly/MarqBublR.
- » Show off your campus' bike-friendliness by offering campus bike tours! Bike tours of campus can be a great way to distribute information to incoming students and staff while promoting your campus' bike friendly culture. Talk to your admissions office about incorporating bike rides and bike tours to their offerings for prospective students and their families. Alfred University takes their campus bike tours to the next level with a 14-pedal, seven-seat bike! See for yourself at bit.ly/AlfredBikeTour.
- » Demonstrate the university's commitment to bicycle infrastructure by having a trail construction or maintenance day, either on campus or in the community, and recruit students and employees to participate.
- » Celebrate bicycling as a mode of sustainable transportation by scheduling a campus car-free day. See the example set by Princeton at bit.ly/PrincetonCarFreeDay.
- » 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.



- » 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: bit.ly/UA_Valet. In Portland, Oregon Health & Science University (OHSU) partners with Go By Bike to offer free valet bike parking to students, employees, and the general public every day, Monday-Friday 6am-7:30pm: bit.ly/OHSU_Valet.
- » 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.
- » Promote cycling for everyone! Gear specific events towards women, non-English speakers, people of color, low-income students, the LGBT+ community and the ADA community. Make sure all communities feel welcome and can access cycling!
- » Encourage students who are passionate about bicycling as a sustainable, healthy, and fun mode of transportation to form a student-run bike advocacy club or group to help improve the campus and community for biking. Check out how the University of Vermont's Bicycle User Group (B.U.G.) helps build bike culture on their campus at bit.ly/UVBikeCultureVid. Learn about the University of California, Santa Barbara's Associated Students Bike Committee's various projects and programs to help make their campus even more bicycle-friendly at bit.ly/UCSBBikeAssoc.
- » 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.
- » 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.
- » Expand your bike share program to offer long-term bike loans of a semester or longer. Such a move would encourage dedicated ridership on campus or accommodate cyclists unable to bring a bike to campus. Wake Forest University's Re-Cycle offers affordable \$5 semester-long rentals to students: bit.ly/WFURCycle.
- » In addition to making short- and long-term bike share options available for students, consider offering a departmental bike share program for faculty and staff in various academic and administrative units. The University of Florida refurbishes abandoned bikes on campus to supply its departmental program, providing bicycles at no cost to enable UF faculty and staff to conduct campus business. Any campus unit at UF can request a Department Bike Share bicycle through a convenient online form. Free maintenance and repairs are included as part of the program, as well as a lock and a helmet with each bike. Learn more about UF's program at bit.ly/UF_DBS.
- » 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.
- » Utilize the space of your bike center to host learn-to-ride, bicycle safety, and commuter classes. The center can serve as your campus' go-to for bicycle education!
- » The campus bike center would be a perfect place to consider offering bike valet and/or bike messenger services from. Such services could also act as employment or volunteer opportunities for students, and potentially as revenue sources to support the center.
- » Develop a bike giveaway program to help increase access to bicycling for more students on campus. NYU's Office of Sustainability hosts an annual bike giveaway each fall,



by raffling off a few dozen bicycles for students free-of-charge. Learn more at bit.ly/NYU_bikegiveaway.

- » Start a free helmet giveaway or subsidy program, or partner with a local bike shop to offer students coupons or discounts on helmets. See the helmet promotions through Stanford's Bike Safety Pledge at bit.ly/StanBikeSafety and the "Helmet Hair Don't Care" Pledge at UC Davis at bit.ly/UCDavisHelmetHair.
- » Start a bike light giveaway program or partner with a local bike shop to offer students coupons or discounts on bike lights. Hosting a free bike light giveaway event every fall around daylight savings time is a great way to get these important safety accessories to every bicyclist on campus, and also provides an opportunity to register bikes and educate riders on safe riding and related campus resources. Learn about Light the Night, the annual light giveaway event at the University of Illinois at Urbana-Champaign at bit.ly/UofILights.
- » Offer affordable bike lock rentals to students and employees in the event that someone who owns a lock simply forgot it one day. See Portland State University's U-lock Rental program at bit.ly/PortlandLock.
- » To help curb bike theft on your campus, develop a program that allows students to trade in older less effective bike locks with high-quality U locks. The University of Colorado Boulder has a successful Bicycle Lock Swap Program where students can trade in a cable lock for a free U lock: bit.ly/BoulderLockSwap.
- » Great job offering some bike mapping options for your campus community. To improve resources, add bicycle amenities such as bike lanes, bike parking, nearby bike shops, and fix-it stations on your printed map.
- » In addition to campus bike maps, develop and offer an online route-finding service for student and staff cyclists interested in journeying to or from further off campus. Many schools have used online programs and tools such as RideAmigos (bit.ly/BFU_RideAmigos) to manage a variety of Transportation Demand Management

functions, including route-finding assistance for students and employees. See UC Berkeley's RideAmigos site as an example: bit.ly/UCBerkeley_RideAmigos.

EVALUATION & PLANNING

- » 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 to garner strong attendance at every meeting!
- » Expand your Bicycle Advisory Committee's time to focus more of its time on bicycle-specific issues.
- » Include more stakeholders in the Bicycle Advisory Committee to ensure that the members of the committee reflect the diversity and ability levels of cyclists on your campus. Consider adding representatives from: any student or employee Bicycle User Group(s) on campus, student government, the campus planning department, health and wellness team members, 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.

- » 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 sets ambitious but attainable targets and specific, measurable goals. The overarching goal should be to increase the percentage of trips made by bicycle on campus and the number of people who can easily choose bicycling for transportation and recreation. Check out University of Minnesota's 2019 Bike Plan at bit.ly/UMNBikePlan and Montana State University's 2017 Bike Plan at bit.ly/MontanaStateBikePlan as two great examples of bike-specific campus plans. This Road Map to developing a bike plan may also be a helpful resource to consider: bit.ly/ImplementBikePlan.
- » **While it is great that some funding is available for bike-related expenses, a dedicated annual budget is strongly encouraged to guarantee consistently available funds for your bicycle program and related expenses, including infrastructure and programming. Below are some ideas for potential funding sources for an ongoing dedicated budget.**
 - » 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.
 - » Lobby the campus administration for ongoing, dedicated funding for 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.
- » 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.
- » Conducting periodic bike rack counts is an easy way to estimate bicycle usage on campus, and allows you to inventory and assess the quality and quantity of available bike parking.
- » Ensure that there is a mechanism for bicyclists on campus to report any bicycle/automobile, bicycle/bicycle, and bicycle/pedestrian crashes on campus to the appropriate campus and/or community authorities. Record and track this data and utilize it to identify any points prone to conflict and develop a strategy to reduce them.
- » Expand efforts to evaluate crash statistics to produce a specific plan to reduce the number of crashes on campus. Available tools include Intersection Magic (bit.ly/IntMagic) and PBCAT (bit.ly/PBCAT). See the report *Bicyclist Fatalities and Serious Injuries in New York City, 1996-2005*, at bit.ly/NYCBikeFatalities.



BICYCLE FRIENDLY UNIVERSITY

University of Denver

Feedback Report



- » **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.
 - » Ban all cell phone use while operating a motor vehicle on your campus.
 - » 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.
- » Conduct an economic impact study to measure the many ways cycling can benefit your campus. Consider partnering with local business or tourism groups on a larger regional study that includes your campus. The University of Arkansas was included in a Walton Family Foundation-funded economic impact study for the Northwest Arkansas Region: bit.ly/Walton_NWAEconStudy.
- » Conduct an environmental impact study on bicycling within your campus to gauge and further promote sustainability efforts. See Minnesota State University, Mankato's example at bit.ly/MankatoEnviro.

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 in your next renewal application, and welcome updates in the interim if you have any announcements or progress reports!

- » *"We are formalizing a next step plan for advancing bike recommendations in the campus master plan, including bikeways connecting to new bike lane. This planning is occurring in collaboration with the city of Denver, with a goal of removing parking and adding bicycle facilities on three city streets adjacent to campus. We have also started planning for secure, covered bicycle parking to reduce theft on campus."*

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

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

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

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