



Feedback Report



2020 HONORABLE MENTION

WHILE CALIFORNIA STATE UNIVERSITY, CHICO WAS DESIGNATED AS AN HONORABLE MENTION in the Bicycle Friendly University program this year, reviewers are optimistic of your commitment and look forward to working with you to reach an award level in the coming years. We strongly encourage you to use the following feedback to build on your momentum and continue to improve your campus for bicyclists. **When you are ready to reapply for the BFU award, we invite you to submit your next application free of charge using the discount code BFU2020HM.**

CAMPUS PROFILE

BIKE PROGRAM WEBSITE: [HTTPS://WWW.CSUCHICO.EDU/SUSTAINABILITY/BIKES.SHTML](https://www.csuchico.edu/sustainability/bikes.shtml)

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
National/Regional University, Baccalaureate College	17488	90%	0.3	0%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	
Urban	2095	1.5 miles	0.42	

Below, reviewers provided key recommendations to further promote bicycling at California State University, Chico 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 CALIFORNIA STATE UNIVERSITY, CHICO'S

2020 BFU APPLICATION INCLUDE:

- » *Pilot east-west bike path allowing bikes on campus for first time since 1988*
- » *Adventure Outings Bike Cart*
- » *Campus Sustainability Manager role*
- » *Green Machine student organization*
- » *Campus Sustainability, Alternative Transportation Subcommittee*

KEY STEPS TO BRONZE:

- » *Open the entire campus to bicyclists by removing bicycle prohibitions and adopting a Bicycle Accommodation policy to improve facilities. Expand and improve the bike path network on campus, and work with the City of Chico to increase network connectivity 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)*
- » *Establish a formal incentive program for those who commute to campus by bike. (See Encouragement)*



BICYCLE FRIENDLY UNIVERSITY



California State University, Chico

Feedback Report

- » *Launch a bike sharing system for students, faculty, and staff. (See Encouragement)*
- » *Offer more frequent Smart Cycling and cycling skills classes, bike commuter classes, as well as more regular bike maintenance workshops on campus. (See Education)*
- » *Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach roadway safety classes for bicyclists and motorists. (See Education)*
- » *Expand the Bicycle Program Manager's time focused on bicycle projects, or create a new full-time position. (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.

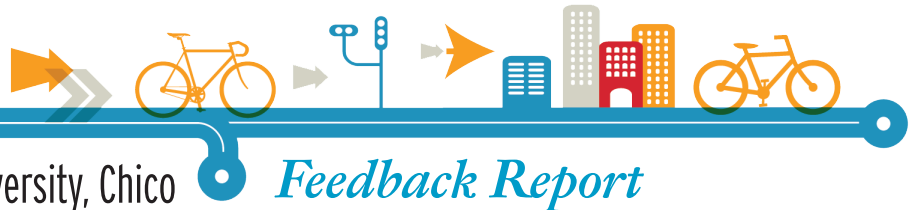
ENGINEERING

- » Adopt a campus-wide 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.
- » If you aren't able to hire staff internally with expertise in bicycle and pedestrian-specific planning and engineering, hire outside consultants to train your staff and review your plans to ensure they appropriately accommodate bicyclists. Consider creating a campus-wide policy that commits to only hiring project consultants and advisors who have bike/pedestrian qualifications for all future campus roadway, path, or building construction projects. The Association of Pedestrian and Bicycle Professionals (APBP) is a great place to find consultants with this specific expertise in your area: www.apbp.org.
- » 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 the 2021 Summit at bit.ly/NBS21_YouTube.

- » Expand your bike parking ordinance/policy to include minimum bike parking requirements for all existing buildings on campus in addition to the requirements for new buildings. Check out this guide to passing an effective bicycle parking ordinance at bit.ly/BikeOrdinance.
- » Consider increasing the vehicle parking permit fee for students and employees who drive to/on campus. The additional financial resources could be spent on bicycle and pedestrian infrastructure and amenities. Making it more expensive to park on campus will also encourage commuters to carpool or try alternative modes of transport.
- » 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.
- » Provide covered bike parking on your campus, particularly near residence halls and buildings where staff, faculty, or students may park their bikes for more than an hour at a time. 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, 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.
- » Offer students long-term bicycle storage options over winter and summer breaks, and for the duration of the semester if they are away from campus. Such options can alleviate students' worries regarding security or the logistics of transporting a bicycle to and from campus each semester, and can offer a new potential revenue stream for bike facilities and programming on campus. See an example of semester-long storage options at Loyola University Chicago's student-run ChainLinks Bike Shop at bit.ly/LUChainlinks.
- » Allow students who live on campus to store their bikes in their dorm rooms.
- » 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 that 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.
- » Consider offering bicycle commuters a complimentary gym membership. Such an option promotes bicycling to campus and provides easier access to end-of-trip facilities such as showers and lockers for bike commuters.
- » Continue to open more of your campus to bicycles by adding more paved shared use pathways or dedicated bike facilities. A great first step could be checking out guides to shared use pathways by the FHWA at bit.ly/FHWASharedUsePath and bit.ly/STARSharedUsePath.
- » Work with Chico 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.
- » Encourage the city to introduce more measures to calm vehicular traffic and increase the safety of cyclists and pedestrians campus-wide. Learn more about traffic calming from the Project for Public Spaces: bit.ly/PPS_TrafficCalm101.
- » Work with the city to 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.
- » Place wayfinding signage at strategic locations around campus. By helping bicyclists more easily and conveniently navigate your campus, you will help them to focus on riding more safely and predictably, for the benefit and safety of everyone. Here are some best practices from the Washington, DC Area Council of Governments: bit.ly/DeWayfind. Learn more about bike route wayfinding signage and markings system best practices from NACTO: bit.ly/NACTO_wayfind.
- » Improve bicyclist safety by working with the city to eliminate or restrict 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 implementing car restrictions or even car-free zones on campus to increase safety by reducing the potential for conflicts between cars and bicyclists and pedestrians.
- » Consider implementing automated (e.g. camera or video) speed enforcement for motor vehicles on your campus roads, and/or work with your local community to do the same on roads on and around your campus.
- » Work with your local municipality to develop right-on-red restrictions for motor vehicles at signalized



intersections to improve safety for bicyclists and pedestrians on your campus.

- » 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.
- » 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.
- » Incorporate bicycling information into parent outreach

to reach more students and encourage families to consider all transportation options for their students. The University of Illinois has used a parent newsletter to communicate safe cycling resources and tips to parents: bit.ly/ILParentOutreach.

- » 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.
- » 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 League Cycling Instructor to offer the League’s Bicycle Friendly Driver curriculum (bit.ly/BFDriver) to all motorists accessing your campus.
- » Expand your bicyclists ticket diversion program to include motorists as well, as a way to educate more drivers on “Share the Road” messages. Drivers who are issued a citation are offered an opportunity to waive fees for violations by attending a Bicycle Friendly Driver education course. See UC Davis’ Bicycle Education and Enforcement Program at bit.ly/UCDavisBEEP for an



example.

- » Offer Smart Cycling or Traffic Skills 101 courses on a much more frequent basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Aim to present class opportunities at least monthly. Ideally the instruction would incorporate a classroom portion as well as on-road training. The classroom portion of Traffic Skills 101 is available online at <https://learn.bikeleague.org>. For more information visit: bit.ly/BFURideSmart.
- » Offer Cycling Skills classes (3-4 hours with classroom instruction) on a more frequent basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Aim to present these opportunities to students and non-students alike on at least a monthly basis. For more information visit: bit.ly/BFURideSmart.
- » Offer Commuter Classes (1-2 hours with classroom instruction) on a more frequent basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. Aim to present these opportunities to students and non-students alike on at least a monthly basis. Boise State University offers a free weekly bike commuter class called the Bronco Biking Class out of their Cycle Learning Center: bit.ly/BroncoBikeClass. For more information and ideas visit: bit.ly/BFURideSmart.
- » 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.
- » 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).
- » Encourage more 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, deliver education to motorists, and have experts available to assist in encouragement programs. Learn how to host an LCI seminar at bit.ly/Host_LCI_Seminar.
- » 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.
- » Be sure that all emergency vehicle drivers are included in any Bicycle Friendly Driver training opportunities



offered on your campus, and consider making the training a pre-requisite for employment or part of ongoing professional development for emergency vehicle drivers on campus.

ENCOURAGEMENT

- » Emphasize the importance of bicycling on campus by encouraging your President or Chancellor to lead or participate in an annual bike ride. See how Marquette University's President led a ride to celebrate the opening of a new bike share dock on campus at bit.ly/MarqBubl.
- » Show off your campus' bike-friendliness by offering campus bike tours! Bike tours of campus can be a great way to distribute information to incoming students and staff while promoting your campus' bike friendly culture. Talk to your admissions office about incorporating bike rides and bike tours to their offerings for prospective students and their families. Alfred University takes their campus bike tours to the next level with a 14-pedal, seven-seat bike! See for yourself at bit.ly/AlfredBikeTour.
- » 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.
- » Energize your bicycle commuters by hosting commuter events throughout the year. Many campuses host bike commuter breakfasts for students and employees who commute to campus by bike. Who wouldn't want to celebrate a ride with some free coffee or pancakes?
- » Launch a bike buddy or mentor 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: bit.ly/UCLA_BikeBuddies.
- » 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.
- » Form an Employee Bike Commuter Club to foster a culture of support and to more effectively distribute



BICYCLE FRIENDLY UNIVERSITY



California State University, Chico

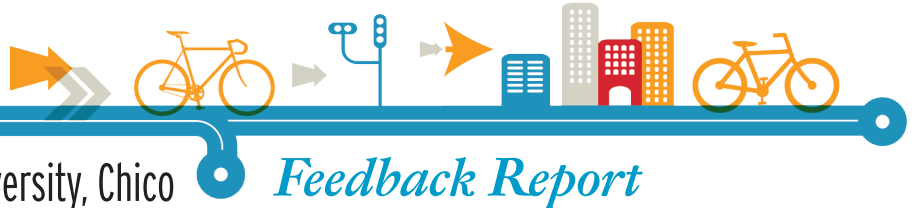
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news and information to staff, faculty and student employees who commute to campus by bike. Check out UCLA's Commuter Club at bit.ly/BruinComClub.

- » Assist interested students in forming a university bike club or racing team. See USA Cycling's 'Starting a Collegiate Cycling Club' Quick Guide at bit.ly/USA_Cycling_CollegeClub.
- » Consider launching a campus-wide 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 more trips by bike, and can be accomplished in a number of ways: If your community already has a public bikeshare program, consider offering free or subsidized access for your students and employees, and lobby to get a station or dock on your campus. To bring new bikeshare options to your campus, consider a home-grown program such as the University of Louisville's free daily check-outs and long-term bike loans through recycled and refurbished bikes: bit.ly/ULBikeShare, or bring in an established and experienced bikeshare or micromobility vendor to your campus, such as Lime (bit.ly/BFU_lime).
- » In addition to making short- and long-term bike share options available for students, consider offering a departmental bike share program for faculty and staff in various academic and administrative units. The University of Florida refurbishes abandoned bikes on campus to supply its departmental program, providing bicycles at no cost to enable UF faculty and staff to conduct campus business. Any campus unit at UF can request a Department Bike Share bicycle through a convenient online form. Free maintenance and repairs are included as part of the program, as well as a lock and a helmet with each bike. Learn more about UF's program at bit.ly/UF_DBS.
- » Consider offering a fleet of cargo bikes for campus staff and student workers. Cargo bikes can be useful alternatives to vehicle fleets when workers need to make

short trips on campus, and offers 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.

- » 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.
- » Designate space at your on-campus bike center as a DIY repair area for students, employees, and visitors to work on their own bikes.
- » Utilize the space of your bike center to host bike safety, maintenance, 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 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.
- » Invite your campus' bike-related clubs and groups to utilize the bike center as a meeting place.
- » Expand your bike co-op or center's mission to include the distribution or sale of vital bicycle equipment such as helmets, locks, and/or lights.
- » 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.
- » Develop a low-cost or no-cost bicycle tune-up/maintenance program. Some universities offer free



memberships to students to their campus bike shop, allowing year-round access to DIY bike repair tools and resources. Other campuses align free bike tune-up opportunities with campus events or fairs once or twice each semester. Consider a partnership with a local bike shop or community group to bring volunteers to your campus to provide these services and resources at least annually.

- » 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.
- » 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.
- » 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.
- » Curb bike theft on campus by increasing educational opportunities about proper locking techniques. Even if a student or staff member has a high-quality bike lock, that doesn't mean they necessarily know the best way to use it. Post signage, use handouts, or offer demonstrations to teach proper locking to ensure that a rider will return to ALL of his or her bike.
- » Start a recovery system for stolen or impounded bicycles on campus. A formal online system like Bike Index can be a valuable tool for tracking and recovering recovered or impounded bikes (bit.ly/BFU_BikeIndex), and informal tools like a Facebook group can also be useful. See the unofficial Facebook group maintained at Michigan State University to help campus community members recover stolen bikes: bit.ly/MSUhatesBikeThieves.
- » Great job offering some bike mapping options for your campus community. Below are some ideas to further improve and expand the map-related resources you make available on your campus.
- » Add bicycle amenities such as bike lanes, bike parking, showers, lockers, and fix-it stations to your online campus map. Yale has an interactive map highlighting all their bike racks and other bike-related facilities, as well as a way for students to suggest additions to update and improve the map (bit.ly/YaleBikeMap). As part of their Bike Commuter Shower Access Pass program (bit.ly/GATechShowerPass), Georgia Tech includes showers on their bicycle amenities map: bit.ly/BFU_GATechMap. Several schools have used Google Maps to build interactive online maps of their campus bike facilities. See Oklahoma University's OU Bike Inventory at bit.ly/OUBikeInvent, the Georgetown University Bicycling Map at bit.ly/GUBikeMap, and the American University Bike Map at bit.ly/AUBikeMap for examples.
- » 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 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: any student or employee Bicycle User Group(s) on campus, 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.
- » Reach out to your campus Office of International Student Affairs, Diversity & Inclusion, Multicultural Affairs, or similar offices or student groups to promote cycling's accessibility and inclusivity on your campus.
- » 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 sources of funding 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.
- » Lobby the university administration to set aside a dedicated annual budget for the university's bicycle expenses.
- » Consider reaching out to potential revenue sources external of the university by applying to grants or other private donors.
- » Consider installing automatic bicycle counters on your campus to better gauge ridership on an ongoing basis. Look into tools such as EcoCounter for automatic electronic counters at bit.ly/EcoCounter or video detection tools such as Numina (bit.ly/BFUnumina). Learn about UCLA's automated bike counter and publicly available ridership data at bit.ly/UCLABikeCounter and bit.ly/UCLARidershipData. See how the University of Minnesota uses the Dero ZAP Program to track and reward ridership on their campus at bit.ly/UMZap.
- » In addition to the periodic manual counts currently conducted, consider participating in the National Bicycle and Pedestrian Documentation Project at bit.ly/NatBikePedDoc.
- » Take advantage of online, self-reporting or app-based services like Strava Metro (bit.ly/BFUstrava) or Love To Ride (bit.ly/NatBikeChallengeBFU) to increase your data collection. At Michigan State University, the home-grown MSU Mobility app collects location and motion data from iPhone users while inside the MSU geo-fenced campus. It uploads these data anonymously to a secure MSU server, and the aggregation of these mobility data provides campus planners with a deeper

understanding of how pedestrians, bicyclists, and motorists move across MSU's campus at any given time. Learn more at bit.ly/MSUMobilityApp.

- » Ensure that there is a mechanism for bicyclists on campus to report any bicycle/automobile, bicycle/bicycle, and bicycle/pedestrian crashes on campus to the appropriate campus and/or community authorities. Record and track this data and utilize it to identify any points prone to conflict and develop a strategy to reduce them.
- » Expand efforts to evaluate crash statistics to produce a specific plan to reduce the number of crashes on campus. Available tools include Intersection Magic (bit.ly/IntMagic) and PBCAT (bit.ly/PBCAT). See the report *Bicyclist Fatalities and Serious Injuries in New York City, 1996-2005*, at bit.ly/NYCBikeFatalities.
- » **Pass additional campus laws or ordinances, or work with the city to pass new laws and develop fair and equitable enforcement practices that can help protect cyclists and pedestrians, including the following:**
 - » Institute a policy specifically penalizing motorists who 'door' bicyclists.
 - » Adopt fair and equitable traffic laws and campus policies. Campus laws that discriminate against cyclists, unnecessarily restrict their right to travel, or reduce their relative safety should be repealed. Consider engineering and educational alternatives to the enforcement practices currently in place to restrict bicyclists' access in the name of safety.
- » 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



BICYCLE FRIENDLY UNIVERSITY



California State University, Chico

Feedback Report

within your campus to gauge and further promote sustainability efforts. See Minnesota State University, Mankato's example at bit.ly/MankatoEnviro.

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

» 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!

» *"In the upcoming year we plan to make the bike path more permanent and make adjustments/improvements as necessary. We plan to introduce a commuter club that will incentivize faculty and staff. We also plan to participate in a bike month challenge in order to encourage people to get on their bikes and participate in a community-building activity."*

» *"CSU Chico has talked of increasing bike security through video surveillance, bike cages, and American League of Bicyclist guest appearances for the future. There are many areas in this application that will serve as a roadmap for us to continue to improve our bicycle friendly status."*

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.