

Bicycle Friendly University Project Implementation Plan

June 2021

Overview

One goal of Chico State's Climate Action & Resilience Plan is to achieve Bicycle Friendly University (BFU) status through the League of American Bicyclists (LAB) and increase the score every three years. Chico State applied for BFU status in fall 2020 and it was not a surprise that only an honorable mention was awarded. The LAB provided a detailed feedback report as well as the comments from the public survey that was conducted. This feedback report and public comment highlight the areas in need of improvement if Chico State is to become a recognized BFU.

This implementation plan aims to be a guide for program and project implementation and is developed using the provided feedback and survey comments.

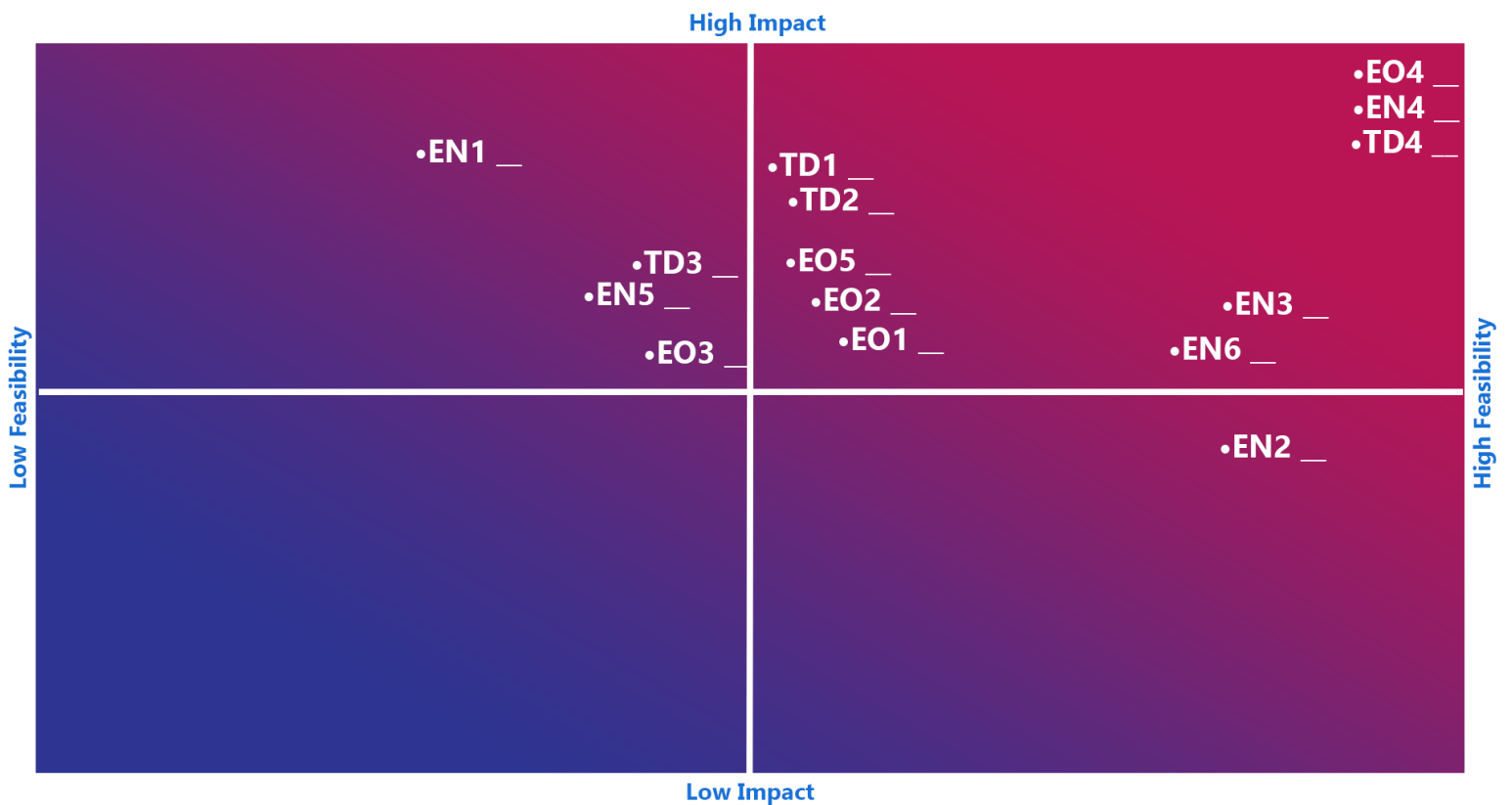
Key Areas for Improvement

1. **Theft Deterrence:** A substantial number of students, faculty, and staff expressed concerns about bike theft on campus. There are a few hot-spots on campus such as Whitney & Esken Hall, but in general, bike theft is a problem throughout campus and in the larger Chico community.
2. **Encouragement:** Based on the LAB's 2020 survey, 70% of students, faculty, and staff stated that they feel both safe and comfortable while riding their bikes on our campus. When asked if they felt *encouraged* to ride bikes on campus, only 43% of the same group agreed.
3. **Education and Outreach:** Chico State has many great programs and resources that promote cycling such as AS Bike Cart, bike pump and tools at UPD, annual bike auction, etc. but students, faculty, and staff do not know about these resources or how to access

them. Students are constantly inundated with information through campus announcements, email blasts and newsletters. A clear education and outreach plan needs to be developed to target students as they are prime for bike commuting.

Project Prioritization

The LAB recommended several projects and programs that would help improve Chico State’s BFU status. The projects have been charted and set into three lists: high impact, high feasibility; high impact, low feasibility; and low impact, high feasibility. The impact measurement is based on factors including greenhouse gas (GHG) eliminations or reductions and the number of people the project would reach. Feasibility is measured by considering the cost, scale, and how long a project will take to complete. Each project in the chart below has a tag (e.g. TD4) that corresponds to more project information in the list following.



A - List: High Impact, High Feasibility

Website Revamp (E04)

Potential Partners: Green Campus, Bike Cart, City of Chico, UPD, Chico Velo

Suggested Timeline: Summer/Fall 2021

Key Area: Education & Outreach

Bike Registration Drive (TD4)

Potential Partners: University Housing, Chico PD, UPD,

Suggested Timeline: Fall 2021 move-in

Key Area: Theft Deterrence

Bike Valet for Events on Campus (EN4)

Potential Partners: Green Campus, Associated Students, Chico Velo

Suggested Timeline: Spring 2022

Key Area: Encouragement

Guided Rides/City Bike Tours (EN3)

Potential Partners: Housing, Associated Students, Chico Velo

Suggested Timeline: Fall 2021 move-in, Fall 2021, Spring 2022

Key Area: Encouragement

Bike Lock Exchange/Rental Program (TD1)

Potential Partners: University Police, Bike Cart

Suggested Timeline: Fall 2021

Key Area: Theft Deterrence

Bait Bike Program (TD2)

Potential Partners: University Police

Suggested Timeline: Fall 2021

Key Area: Theft Deterrence

Bike Rack Signage (E05)

Potential Partners: U-Com, GreenDot Transportation

Suggested Timeline: Spring 2022

Key Area: Education & Outreach

Smart Cycling/Traffic Skills 101 (E02)

Potential Partners: LCI instructors, Cheri Chastain, Butte County Public Health, Chico Velo

Suggested Timeline: Start Fall 2021, then ongoing

Key Areas: Education & Outreach

Maintenance Workshops - (E01)

Potential Partners: Local Bike Shops

Suggested Timeline: Fall 2021/Spring 2022

Key Area: Education & Outreach

B - List: High Impact, Low Feasibility

Adopt a Bicycle Accommodation Policy* - (EN1)

Potential Partners: [?]

Suggested Timeline: Spring 2022

Key Area: Encouragement

Secure Bike Parking* - (TD3)

Potential Partners: Alternative Transportation Committee (?)

Suggested Timeline: Fall 2021/Spring 2022

Key Area: Theft Deterrence (TD3)

Commuter Incentive Program - (EN5)

Potential Partners: Local Bike Shops

Suggested Timeline: Fall2021/Spring 2022

Key Area: Encouragement

Bike Path Signage - (E03)

Potential Partners: MADT Students/Professors

Suggested Timeline: Fall 2021

Key Area: Education & Outreach

* These projects have been marked to indicate that they are very large projects requiring lots of funding, buy-in, and many people within the university to review and approve. Despite their low feasibility, it might be smart to start these projects early because of the slow-moving nature of them.

C - List: Low Impact, High Feasibility

Revive Bike Auction - (EN6)

Potential Partners: Associated Students

Suggested Timeline: Fall2021/Spring 2022

Key Area: Encouragement

Academic Bike Challenge - (EN2)

Potential Partners: Housing, Associated Students

Suggested Timeline: Fall 2021

Key Area: Encouragement

Post Project Brief

Project Name:

Responsible Party(s):

Partners:

Location:

Impact

- **# of People Reached:**
- **Estimated GHG Eliminated:**
- **Community/Culture:**

Budget

- **Expected:**
- **Actual:**
- **Incentives/Rebates:**

Photos: