



# BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT 2014



**UNIVERSITY OF COLORADO  
COLORADO SPRINGS**

**Congratulations!** The League of American Bicyclists has designated **University of Colorado Colorado Springs** 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.

Below, reviewers provided key recommendations to further promote bicycling at UCCS, 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 cyclists.

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 University of Colorado Colorado Springs should focus on to improve cycling on campus:

- Appoint a full-time, permanent staff member as official Bicycle Program Manager or create a new position. *(See Evaluation & Planning)*
- Increase the amount of [high quality bicycle parking](#) at popular destinations on campus. Prioritize indoor, secure, and/or covered parking where possible. *(See Engineering)*
- Create a [campus bike master plan](#) that will guide future plans with a long-term physical and programmatic vision for your campus, and ensure there is dedicated funding for implementation. *(See Evaluation & Planning)*
- Develop a comprehensive bicycle education program, including an ongoing safety and awareness campaign, as well as regular [bicycle safety and maintenance classes](#). *(See Education)*
- Expand efforts to evaluate crash statistics to produce a specific plan to reduce the number of crashes on campus. *(See Evaluation & Planning)*
- Host, sponsor and/or encourage a variety of social and non-competitive bicycle-themed events year-round. *(See Encouragement)*

## Menu of additional recommendations to further promote bicycling:

### Engineering

- Provide [ongoing training](#) opportunities for engineering and planning staff on accommodating bicyclists. Consider [providing APBP memberships](#) for one or more related staff.
- Increase the amount of [high quality bicycle parking](#) at popular destinations such as transit stops, class room/lab buildings, dorms, recreation and entertainment facilities, and retail and office locations on campus. More and more institutions also ensure that off-campus student housing provides secure and covered bike parking.
- Consider constructing a bike station to provide secure and covered parking for cyclists. Similar to the [Bike Center at University of Minneapolis](#), the bike station can serve as a hub for commuters including repair services, shower and locker facilities, and bike route and event information. [Check out other areas that have already implemented a facility.](#)
- Continue to expand the bike network and to increase network connectivity through the use of different types of [bike lanes](#), [cycle tracks](#) and [shared lane markings](#). 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 here.](#)
- Place way-finding signage at strategic locations around campus. [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 color, signage, medians, 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

- Incorporate bicycling into the [new student and employee orientation](#) program in order to reach all incoming students, faculty and staff. This can include distribution of bike maps, bike registration, reviews of bike laws and helmet and bike light promotions. This should include information for cyclists and motorists on their rights and responsibilities as users. Everyone should know that this campus wants to be truly bicycle-friendly.
- 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 manpower. Check out some of the promotion that Emory has done to support their [Why Not? 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](#).
- Offer cycling skills classes, Traffic Skills 101 classes and bike commuter classes more frequently 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 now available [online](#) as well. For more information visit: [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart).
- Consider course offerings in bicycle transportation planning, policy, and engineering. Here are [materials and information](#) on implementing a graduate level course in Bicycle and Pedestrian Planning.
- [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.
- Start a motorist education program for your institution's professional drivers. See San Francisco's [Frequent Driver Education](#).
- **The League of American Bicyclists now offers a handy Smart Cycling Quick Guide that can be purchased for distribution on your campus. Preview the guide and learn more at <http://bikeleague.org/quickguide>.**

## Encouragement

- **Host, sponsor and/or encourage a variety of social and non-competitive bicycle-themed events year-round, such as a bike movie festival, a 4<sup>th</sup> of July bike parade, a dress-like-Santa campus ride before Christmas, a bicycle fashion show (stylish alternatives to lycra), a Halloween bike decoration competition, a bike to the arts event, etc. Ensure to widely advertise all bicycle-themed events and programs. Provide appropriate safety measures such as road closures or police escorts. [Read about what UC Santa Barbara does during CycleMAYnia.](#)**
- Establish a formal incentive program for those who bike commute. This could include such benefits as cash incentives, a Guaranteed Ride Home program, Zipcar discounts and coupons for local bike shops. [Check out the University of Minnesota's Zap! program.](#)
- **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.](#)**
- Increase the number of bikes available in your bike share system, and consider also offering longer-term (semester or academic year) rentals. A successful campus bike share system is a convenient, cost effective and healthy way of encouraging students and employees to make short trips

by bike. [See what is being done at Emory University in Partnership with Fuji](#) and [see how Yale is using Zagster bikes for its Bikeshare program.](#)

## Enforcement

- **Have police 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 and light promotions at Stanford.](#)**
- **Ask police officers to target both motorist and cyclist infractions to ensure that laws are being followed by all road users. Ensure that bicycle/car crashes are investigated thoroughly and that citations are given fairly.**
- **Enforcement practices could also include positive enforcement ticketing. Police officers could team up with local stores to reward safe cycling practices by handing out gift certificates to cyclists who are “caught” following the law.**

## Evaluation & Planning

- Appoint a full-time staff member Bicycle Program Manager or create a new position. A Bicycle Program Manager works with the campus administration, advocates, local

# Benefits of Further Improving University of Colorado Colorado Springs for Cycling

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.](#)

- Create a [campus bike master plan](#) that will guide future plans with a long-term physical and programmatic vision for your campus. Focus on developing/completing a seamless cycling network that emphasizes and creates short distances between residential buildings and popular destinations such as classroom buildings, cafeterias, recreational facilities and transit stops. Complement infrastructure planning with encouragement, education, and enforcement programs to increase usage. Develop a clear vision statement and set ambitious but attainable targets. The overarching goal should be to increase the percentage of trips made by bicycle on campus. [Check out University of California Berkeley's plan as an example.](#)

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.

- Ensure that there is dedicated funding for the implementation of the bicycle master plan, as well as ongoing bicycle infrastructure and programming needs. Dedicating a portion of automobile parking fees toward non-automobile facilities and services is a great way to establish a baseline annual budget for bicycle improvements. You can also reach outside the university for grants and private funding for specific projects.
- Consider conducting an [economic impact study](#) on bicycling within your college/ university.

See what other colleges and universities are doing to improve bicycling, and connect with your peers at:  
[www.universitybikeprograms.org](http://www.universitybikeprograms.org)

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