

BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT

Fall 2012



UNIVERSITY OF DENVER

Congratulations! The League of American Bicyclists has designated the **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.

Highlights of the application includes the BCycle bike share station on campus; students are allowed to park their bikes in their dorm rooms; bicycle information is included in welcome packets for new students, faculty, and staff; the Intermodal Transportation Institute; courses on bicycle planning and engineering; occasional bicycle information campaigns and tune-up stations; bike valet parking at events; Bike to Work Day; Bike to School Day; the University of Denver Criterium; bike registration; positive enforcement ticketing; and the bicycling satisfaction survey.

However, the reviewers also felt that there is still “room to grow”. Below, reviewers provided key recommendations to further promote bicycling at the University of Denver and 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 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 the University of Denver should focus on to improve cycling on campus:

- Expanding the Bicycle Program Manager’s time focused on bicycle projects would help in scaling up your BFU efforts. This staff person should spend more time on working closely with the Mayor’s Bicycle Advisory Committee, reviewing development proposals to ensure that bicycle requirements are incorporated and to assess bicycling impacts, developing and implementing educational and promotional programs, writing grant proposals, serving as the contact for bicycling inquiries and complaints, educating other staff about state and federal facilities standards and guidelines, and coordinating with neighboring communities, transit agencies and other departments to implement policies and projects. See this report on the importance of Bicycle & Pedestrian program staff. http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf
- Expand the bike program. See what other universities are doing and what resources are available for higher ed institutions: <http://www.universitybikeprograms.org/>
- 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 arrows](#). Particularly Iliff Ave is in need of sharrows. On-street

Benefits of Further Improving the University of Denver for Cycling

improvements coupled with the expansion of the off-street system [will encourage more people to cycle](#) and will improve safety. Consider separating pedestrians and cyclists on high traffic pathways. Ensure smooth transitions with pavement markings and way-finding signs 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 new and improved 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.

- Offer Cycling Skills classes, Traffic Skills 101 classes and bike commuter classes 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: www.bikeleague.org/programs/education/
- Ensure that the standards for bike parking conform to [APBP guidelines](#).

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.

Menu of additional recommendations to further promote bicycling:

Engineering

Low hanging fruit and fast results

- Consider increasing the parking permit fee for students and employees. 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](#) 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 provide secure and covered bike parking.
- Ensure that there are end of trip facilities. Consider a policy requiring showers and locker rooms in non-residential buildings. One of the most common excuses people use to not commute by bike is that they don't have a shower at their destination. Also make sure to provide showers and lockers as a benefit not as an additional cost to students and employees.
- Provide bicycle repair stands to bicyclists on campus. See what UC Santa Barbara is doing: <http://www.ia.ucsb.edu/pa/display.aspx?pkey=2620>
- Transit vehicles such as campus shuttles should accommodate bicycles with bike racks or with access to the vehicle. See [this report](#) on integrating bicycling and transit.
- Allow access to suitable lands for mountain bicyclists. Ensure to connect any off-road trails and facilities to your bicycle network.
- Consider lowering 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. [Studies](#) also generally report a positive association between traffic safety (perceived and/or measured) and walking and cycling, particularly among women.
- Place way-finding signage at strategic locations around campus. Here are some best practices from the Washington, DC area council of governments:

<http://www.mwcog.org/uploads/committee-documents/t1dZW1k20070516090831.pdf>

- 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 faster.
- Develop a mechanism that will allow cyclists to report hazards to traffic engineers and planners, such as a hotline or an online reporting tool.

Long Term Goals

- Develop a system of bicycle boulevards that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all skill levels. Learn how to do it at <http://www.ibpi.usp.pdx.edu/guidebook.php>
- Make intersections safer and more comfortable for cyclists. Include elements such as color, signage, medians, signal detection, and pavement markings. The level of treatment required for bicyclists at an intersection will depend on the bicycle facility type used, whether bicycle facilities are intersecting, the adjacent street function and land use. See the [NACTO design guidelines](#) for recommended intersection treatments.

Education

Low hanging fruit and fast results

- 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 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 what Stanford University has done <http://www.stanford.edu/group/SUDPS/bicycle.shtml#diversion>
- Team with a local bicycle group, bicycle shop or a League Cycling Instructor in your area to offer regular maintenance workshops on campus. A short tutorial on how to change a flat can empower a person to ride their bike more often.

- Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs. Having local instructors will enable your institution to expand cycling education, recruit knowledgeable cycling ambassadors, deliver education to motorists, and have experts available to assist in encouragement programs. Visit <http://www.bikeleague.org/programs/education/> for more information.

Long Term Goals

- Bicycling should be offered regularly within physical education course offerings.

Encouragement

Low hanging fruit and fast results

- Establish an official on-campus bike center that students can easily access for bicycle services. Check out Davis' student-run Bike Barn: <http://bikebarn.ucdavis.edu/>
- Promote the People for Bikes Pledge to students, faculty and staff. You can help this campaign make a statement through sheer numbers by raising public awareness and demonstrating the importance of bicycles to our leaders in Congress and in cities and states throughout the country. <http://www.peopleforbikes.org/>

- Launch a bicyclist mentorship program. A bike mentorship program that teams experienced cyclists with newcomers is a great way to encourage and educate. Mentors can offer advice on bike routes, appropriate gear, safe riding and much more. It also gives new commuters a support group to rely on and often makes them feel more secure and excited about their first few rides. For more information on mentorship programs see: <http://www.bicyclinginfo.org/bikemore/support.cfm#mentoring>
- Host, sponsor and/or encourage a variety of social and non-competitive bicycle-themed events year-round, such as a bike movie festival, a 4th 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 <http://cyclemaynia.ning.com/events/ucsb-bike-to-workschool-day>
- Ensure that your marketing department promotes cycling at your university to current and prospective students and employees. Cycling is becoming an

important lifestyle choice for more and more young people and catering to these interests will improve your institution's competitiveness.

Long Term Goals

- Increase the number of BCycle stations on campus.
- Establish a formal incentive program for those who bike commute. This should include such benefits as cash incentives, a Guaranteed Ride Home program, zip car discounts and coupons for local bike shops. Check out what's involved in Stanford's Commute Club membership:
http://transportation.stanford.edu/alt_transportation/Commute_Club.shtml
- Recreational bicycling can be promoted through bicycle amenities such as a mountain bike park, a cyclocross course or a pump track.

Enforcement

Low hanging fruit and fast results

- Appoint a law-enforcement point person at the District 3 Station to interact with cyclists. This will actively facilitate stronger connections between the bicycling community and law enforcement, which will improve road safety for

all users and improve fair enforcement of motorist and cyclist infractions.

- Ensure that police officers are initially and repeatedly educated on the "Share the Road" message and traffic law as it applies to bicyclists and motorists. Training is offered by the International Police Mountain Bike Association, the Law Enforcement Bicycle Association and the National Highway Traffic Safety Administration. Here are some recommended Law Enforcement Products: Bicycle Safety [seminar](#); National Highway Traffic Safety Administration [video](#); Law Enforcement's [Roll Call Video: "Enforcing Law for Bicyclists"](#); and [Enhancing Bicycle Safety: Law Enforcement's Role](#) (CD-ROM Training).
- Increase the number of officers that patrol streets on bikes, as it gives officers a better understanding of the conditions for cyclists. Also ensure that secluded off road paths are regularly patrolled to improve personal safety and encourage more people to take advantage of this amenity.
- 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:
http://transportation.stanford.edu/alt_transportation/BikeSafetyEd.shtml#helmet.

- 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.

Evaluation/Planning

Low hanging fruit and fast results

- Regularly conduct research on bicycle usage to more efficiently distribute resources according to demand. Conduct yearly counts using automated and manual counters in partnership with advocacy organizations and the Mayor's Bicycle Advisory Committee. Consider participating in the [National Bicycle and Pedestrian Documentation Project](#).
- Inventory your infrastructure. Get an accurate baseline of the number of parking spaces, and the miles of bike lanes and sharrows.
- Work with City of Denver staff to make sure that the campus bike network connects seamlessly to the City's bike network, and help eliminate missing links.
- Expand efforts to evaluate crash statistics to produce a specific plan to reduce the number of crashes on campus. Available tools include [Intersection Magic](#) and

[PBCAT](#). See the report [Bicyclist Fatalities and Serious Injuries in New York City 1996-2005](#)

- Consider conducting an [economic impact study](#) on bicycling within your college/ university.

Long Term Goals

- Consider creating 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: http://pt.berkeley.edu/sites/pt.berkeley.edu/files/content/UCB_BikePlanFinal.pdf
- Ensure that there is dedicated funding for the implementation of the bicycle master plan.
- Partner with a student organization or a degree program to continue the BFU work both in terms of creating and

updating a bicycle master plan, and in evaluating and regularly submitting the BFU application.

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