



BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT 2017



UTAH STATE UNIVERSITY

Congratulations! The League of American Bicyclists has designated **Utah State University** as a Bicycle Friendly University at the SILVER level. Reviewers were very pleased to see the current efforts and dedication to promoting cycling for transportation and recreation on your campus.

Highlights of the application include: Commuter Club program; Aggie Blue Bikes bikeshare and shop; Excellent website for ABB; Collaboration with the city and local organizations; Events such as the Open Streets Festival, Bike to Breakfast, and womens-only Little Red Riding Hood race; TDM efforts integrated into Aggie Blue Bikes Coordinator position in 2017.

Below, reviewers provided key recommendations to further promote bicycling at Utah State University 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 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!

The key measures Utah State University should focus on to improve cycling on campus:

- Adopt a Complete Streets policy and continue to expand the bike network through the use of different types of bike lanes, cycle tracks and shared lane markings. (*See Engineering*)
- Expand educational efforts to reach more students, staff, and faculty annually, such as implementing a visible share the road campaign and/or developing a ticket diversion program. Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach bicycle safety classes. (*See Education*)
- Appoint a law-enforcement point person to interact with cyclists, and ensure that all campus security officers are initially and repeatedly educated on the “Share the Road” message and traffic law as it applies to bicyclists and motorists. (*See Enforcement*)
- Create an official Bicycle Advisory Committee (BAC) that meets frequently to plan and support bicycle initiatives on campus. (*See Evaluation & Planning*)
- Update the campus bike master plan to reflect current needs, and continue to guide the long-term physical and programmatic vision for your campus. (*See Evaluation & Planning*)

Menu of additional recommendations to further promote bicycling:

Engineering

Encourage Logan, Utah, to work toward a [Bicycle Friendly Community](#) designation. See the League's [Bicycle Friendly America Advocate Toolkit](#) for slide presentations, scripts, and resources to promote the Bicycle Friendly Community program to your local government leaders.

Adopt an official [Complete Streets](#) or [Bicycle Accommodation policy](#) and offer implementation guidance. 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.

Provide [ongoing training opportunities](#) for engineering and planning staff related to accommodating bicyclists. Consider [providing APBP memberships](#) for one or more related staff. Encourage relevant staff to attend the [National Bike Summit](#) each year to connect with their peers and learn about best practices from around the country.

Continue to 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 centrally-located, secure and covered parking for cyclists. Like the [Bike Center at the University of Minnesota](#), a bike station can serve as a hub for commuters providing repair services, shower and locker facilities, and bike route and event information. [Check out other areas that have already implemented similar facilities.](#)

Ensure that the standards for all bike parking conform to the [Association of Pedestrian and Bicycle Professionals \(APBP\) bike parking guidelines](#).

Allow students who live on campus to store their bikes in their dorm rooms.

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](#). 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 state or local DOT's own guidelines.

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.

Place way-finding 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.

Make signalized 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.

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.

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.

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.

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, and staff on bicycling basics. Use the videos as part of new student orientation training, or as a prerequisite to using 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. View and download the videos at: bikeleague.org/ridesmartvideos.

The League of American Bicyclists offers a pocket-sized *Smart Cycling Quick Guide* that can be purchased in English and Spanish for distribution on your campus. Preview the guide and learn more at bikeleague.org/quickguide.

Incorporate bicycling into the [new student and employee orientation](#) program in order to reach all incoming students, faculty and staff. This can include [online videos](#), distribution of bike maps, bike registration, reviews of bike laws and helmet and bike light promotions. This should also include information for cyclists and motorists on their rights and responsibilities as users. Consider also [reaching out to parents](#). 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 volunteers. Check out some of the promotion that Emory has done to support their [Why Not? Campaign](#) and see [Harvard’s LOOK safety 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](#).

Consider expanding your bicyclist education programs by introducing a bike ambassador program like Stanford’s or Colorado State University’s [RamBassador program](#).

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](#).

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. Visit bikeleague.org/ridesmart for more information.

Consider a peer-to-peer education model to increase the effectiveness of your bicycle education on campus. Arizona State University hosts a League Cycling Instructor (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](#).

Encouragement

Promote cycling throughout the year by hosting frequent organized bike rides for students, staff, faculty, and community members. Encourage novice riders to participate as a way to learn more about navigating the campus on a bike, and include safety instruction before each ride. [See Champlain College's weekly rider series, ChampRiders Cruise.](#)

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](#). 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.

Enforcement

Offer affordable bike lock rentals to students and employees to help reduce bike theft on campus. See [Portland State University's U-lock Rental program.](#)

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 2014, and how the [University of Wisconsin – Madison's Police Department reduced bike thefts by 40%](#) in the first year of their Bait Bike program.

Appoint a law-enforcement point person 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.

Enforcement practices can also include positive enforcement ticketing. Officers and student bicycling ambassadors could team up with local stores to reward safe cycling practices by handing out gift certificates to cyclists who are “caught” following the law.

Ensure that all Public Safety 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 (see their [Roll Call video “Enforcing Law for Bicyclists.”](#)) Encourage at least one of your Public Safety officers to become a [League Cycling Instructor](#).

Evaluation & Planning

Create an official [Bicycle Advisory Committee](#) (BAC). Having a BAC that meets frequently is critical to building support for bicycle improvements as it ensures that the bicycle program is held accountable to the campus population and surrounding communities. It creates a systematic method for ongoing staff, faculty and student input into the development of important policies, plans, and projects. BACs should be

Benefits of Further Improving Utah State University for Cycling

involved in developing relevant policy and planning documents, setting priorities, reviewing annual bicycle program work plans, and reviewing major projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists on your campus. [See this guide to forming a Bicycle Advisory Committee.](#)

Update your [campus bicycle master plan](#) to adhere to current best practices and to recognize new demands for bicycle facilities, programs, and services on campus. Complement infrastructure planning with encouragement, education, and enforcement programs to continue increase ridership and safety. Develop a clear vision statement and set new ambitious but attainable targets for the next 5-10 years.

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. Consider participating in the [National Bicycle and Pedestrian Documentation Project.](#)

Install automatic bicycle counters on your campus to better gauge ridership on an ongoing basis. Look into tools such as the [EcoCounter](#) for automatic electronic counters, or online services like the [National Bike Challenge](#) for self-reporting data collection. Learn about [UCLA's automated bike counter](#) and [publicly available ridership data](#). See how the University of Minnesota uses the [Dero ZAP Program](#) to track and reward ridership on their campus.

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.

Develop a reporting system to track bicycle/bicycle and bicycle/pedestrian crashes to help identify conflict points that may need special attention.

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

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

Please also see the attached document for additional comments and feedback from bicyclists on your campus.