



# BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT

Fall 2013



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.

**Highlights** of the application include indoor bicycle storage at student housing; regular cycling skills and bicycle maintenance classes; free bike rentals and maintenance through Aggie Blue Bikes; a high percentage of police patrolling by bicycle; and \$180,000 received for bicycle related improvements and infrastructure.

However, the reviewers also felt that there is still “room to grow.” Below, reviewers provided key recommendations to further promote bicycling at Utah State University 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 Utah State University 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. *(See Evaluation & Planning)*
- Adopt a [Complete Streets](#) policy and offer implementation guidance to planners and engineers. *(See Engineering)*
- 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](#). *(See Engineering)*
- Track bicycle, bicycle/pedestrian, and bicycle/automobile crashes to help identify conflict points that may need special attention. *(See Evaluation & Planning)*
- Start a bicyclist and motorist ticket diversion program to expand educational opportunities. *(See Education)*

## Menu of additional recommendations to further promote bicycling:

### Engineering

#### *Low hanging fruit and fast results*

- Adopt a [Complete Streets](#) 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.
- 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 provides secure and covered bike parking.

- Ensure that the standards for all bike parking conform to [APBP 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. [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.
- 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.

#### *Long Term Goals*

- 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 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](#).
- 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*

- 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 what Stanford University has done](#).

- 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/ridesmart> for more information.

### *Long Term Goals*

- 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.

## Encouragement

### *Low hanging fruit and fast results*

- 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. [See more information on mentorship programs here](#).

# Benefits of Further Improving Utah State University for Cycling

## *Long Term Goals*

- 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 what's involved in Stanford's Commute Club membership.](#)
- 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*

- 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.](#)

## **Evaluation & Planning**

### *Low hanging fruit and fast results*

- Having an official Bicycle Advisory Committee (BAC) specifically for the University 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

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.

creates a systematic method for ongoing staff, faculty and student input into the development of important policies, plans, and projects. BACs should be 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.](#)

- 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 working closely with the 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.](#)
- 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](#).

- Track bicycle, bicycle/pedestrian, and bicycle/automobile crashes to help identify conflict points that may need special attention.
- Consider conducting an [economic impact study](#) on bicycling within your college/ university.

#### *Long Term Goals*

- Encourage your surrounding community to work toward the [Bicycle Friendly Community](#) designation.

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

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#### **Local Advocate Suggestions:**

Focus on marked paths.

Provide classes and fun events on Bike Safety and Bike law.

Coordinating with the City of Logan would be a big bonus.