While the University of Kansas at Lawrence was not selected as a Bicycle Friendly University this year, reviewers hope that this application marks a commitment by the college to make improvements in the future.

**Highlights** of the application include bike parking policies; students are allowed to park their bikes in their dorm rooms; shower facilities in non-residential buildings without charge; Share the Road signs; diversion program; DIY repair area; bike safety and theft outreach; helmet and light giveaways; targeting of motorist and bicyclist infractions; and the Campus Sustainability Plan.

Reviewers were very pleased to see the current efforts and dedication to promote cycling for transportation and recreation.

Below, reviewers provided key recommendations to further promote bicycling at the University of Kansas at Lawrence 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 Kansas at Lawrence should focus on to improve cycling on campus:

- Having an official Bicycle Advisory Committee (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 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.

- Appoint a staff member Bicycle Program Manager or create a new position. A Bicycle Program Manager works with the campus administration, advocates, local 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
Benefits of Further Improving the University of Kansas at Lawrence for Cycling

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.

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. [http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf](http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf)

- **Start a bike program.** See what other universities are doing and what resources are available for higher ed institutions: [http://www.universitybikeprograms.org/](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.** 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](http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf), [AASHTO Guide for the Development of Bicycle Facilities](http://www.bikeleague.org/resources/reports/pdfs/why_bike_ped_staff_april_2010.pdf) and your DOT’s own guidelines.
- 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.

- 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/

**Menu of additional recommendations to further promote bicycling:**

**Engineering**

Low hanging fruit and fast results

- Adopt a 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.

- Ensure to provide ongoing training opportunities on accommodating bicyclists for engineering and planning staff.

- 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.

- Consider increasing the parking permit fee for students and employees. The additional financial resources could be spend 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, classroom 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.

- Accommodate bicyclists during construction by providing suitable detour routes and signage.

- 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.

Long Term Goals

- Consider constructing a bike station to provide secure and covered parking for cyclists. Similar to the Bike Center at University of Minneapols, 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 cities and universities that have already implemented a facility http://home.bikestation.com/

- 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.us.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

- Incorporate bicycling into the new student 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.

- 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

- 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: http://www.walkinginfo.org/training/university-courses/masters-course.cfm

Encouragement

Low hanging fruit and fast results

- 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/
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: http://parking.arizona.edu/bikevalet/

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

Establish a formal incentive program for those who bike commute. This could 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.

Consider launching a bike sharing system for students, faculty and staff. A 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 [http://bike.emory.edu/ride/bike-share/](http://bike.emory.edu/ride/bike-share/)

- Expand the services offered by your on-campus bike center. Check out Davis’ student-run Bike Barn: [http://bikebarn.ucdavis.edu/](http://bikebarn.ucdavis.edu/)

- Create a bike map that gives bicyclists and potential bicyclists a wide variety of choices for transportation and recreation at the various cyclist comfort levels. See how University of Arizona has incorporated bike routes, bike-share and bike parking into their campus map. [http://parking.arizona.edu/pdf/maps/bike_routes.pdf](http://parking.arizona.edu/pdf/maps/bike_routes.pdf)

**Enforcement**

Low hanging fruit and fast results

- Offer students an opportunity to register their bikes with campus police. Organizing an event around bike registration during the beginning of the semester will allow you to effectively address students about bike theft and provide an opportunity to teach proper locking techniques. Read about registering a bike at the University of Oklahoma [http://www.ou.edu/oupd/bikereg.htm](http://www.ou.edu/oupd/bikereg.htm)

- Have an ongoing education campaign to prevent against bike theft. Provide students an opportunity to receive free or discounted U-locks. Post signage on proper locking techniques on bike racks and have police presence at bike events to teach about the importance of correct locking.

- 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.

- 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.

- 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).
• 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.

Long Term Goals

• Pass campus laws or ordinances that protect cyclists, e.g. implement specific penalties for motorists for failing to yield to a cyclist when turning, make it illegal to park or drive in a bike lane (intersections excepted), implement penalties for motor vehicle users that ‘door’ cyclists, ban cell phone use while driving, specifically protect all vulnerable road users, and make it illegal to harass a cyclist.

Evaluation/Planning

Low hanging fruit and fast results

• 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

• Distribute a satisfaction survey to students and faculty. Analyze responses to direct resources according to demand and the needs of the commuter.

• 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.

For more ideas and best practices please visit the Bicycle Friendly University Resource Page.