



# BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT 2015



**UNIVERSITY OF WYOMING**

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

**Highlights** of the application include: Project Recycle; Bike to Campus Day; car-free zones on campus; monthly bike maintenance classes; Free bike safety checks during Autumn Welcome Back to School & for Earth Day.

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

- Expand the Bicycle Program Manager's time focused on bicycle projects, or create a new full-time position. *(See Evaluation & Planning)*
- Adopt a Complete Streets or Bicycle Accommodation 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)*
- Develop a comprehensive bicycle education program, including an ongoing public safety awareness campaign, as well as regular bicycle safety and maintenance classes. *(See Education)*
- Increase the number of campus security officers who patrol on bikes, 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 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)*
- Increase data collection efforts on campus, including regular research on bicycle usage, tracking bicycle-related crashes, and distributing a regular satisfaction survey to students and faculty to better understand barriers to cycling. *(See Evaluation & Planning)*

## Menu of additional recommendations to further promote bicycling:

### Engineering

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.**

Ensure that there are easily-accessible end-of-trip facilities for all bicyclists commuting to your campus. Consider a policy requiring showers and locker rooms in all 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 off-campus students and employees.

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

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](#).

**Allow students who live on campus to store their bikes in their dorm rooms. See Northwest University's [Campus Life policies](#) relating to bicycle storage in campus housing.**

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

**All transit vehicles such as campus shuttles should accommodate bicycles with bike racks or with access on the vehicle. See [this report](#) on integrating bicycling and transit.**

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.](#)

**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 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.

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

## Education

**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](#).**

**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](#).**

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](#).

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 Traffic Skills 101 classes and bike commuter classes 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).

Bicycling should be offered regularly within physical education course offerings.

[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](http://bikeleague.org/ridesmart) for more information.

Start a motorist education program for your institutions' professional drivers, including delivery and operations/facilities staff. See San Francisco's [Frequent Driver Education](#).

## Encouragement

**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.**

Establish a formal incentive program for those who bike commute. This could include such benefits as cash incentives, a Guaranteed Ride Home program, car share discounts and coupons for local bike shops. Check out the [University of Minnesota's Zap! program](#) and see how [Harvard encourages employees to bike to work through the Bike Commuter Tax Benefit](#).

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](#).

**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.**

Recreational bicycling can be promoted through nearby bicycle amenities such as a mountain bike park, a cyclocross course or a pump track. If such facilities exist, partner with local organizations to promote these resources to students.

## **Enforcement**

**Increase the number of Public Safety 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.**

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. Here are some recommended Law Enforcement Products: Bicycle Safety [seminar](#); Law Enforcement's [Roll Call Video: "Enforcing Law for Bicyclists"](#); and [Enhancing Bicycle Safety: Law Enforcement's Role \(CD-ROM Training\)](#).

Have Public Safety officers distribute helmets (or coupons to a local bike shop) to encourage all types of cyclists to ride more safely and to remove the barriers to attaining this essential bike accessory. [See the helmet 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. 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.**

Pass additional 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, and specifically protect all vulnerable road users.

## **Evaluation & Planning**

Expand the bike program on your campus. See what other universities are doing and what resources are available for higher ed institutions: [universitybikeprograms.org](http://universitybikeprograms.org).

Expand the Bicycle Program Manager's time focused on bicycle projects, or create a new full-time position. 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.](#)

Create a [campus bike master plan](#) that will guide future plans with a long-term physical and programmatic vision for your campus. Complement infrastructure planning such as parking and network connectivity with encouragement, education, and enforcement programs to increase ridership and safety. 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.](#)

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.

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. See how the University of Minnesota uses the [Zap! Program](#) to track and reward ridership on their campus.

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

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 assess barriers, and direct resources according to demand and the needs of the commuter.

Consider conducting an **economic impact study** on bicycling within your college/ university.

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**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.*

## Benefits of Further Improving University of Wyoming 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.