



# BICYCLE FRIENDLY UNIVERSITY FEEDBACK REPORT 2017



UNIVERSITY OF  
LOUISVILLE

**Congratulations!** The League of American Bicyclists has designated **University of Louisville** 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: Bike Plan; Earn-a-Bike Program; Bikeshare and LouVelo; Louisville Student Cycling Coalition; Collaboration with the city to improve the bike network around campus.

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

- Continue to work with the city to expand the bike network and increase network connectivity through the use of different types of bike lanes, cycle tracks and shared lane markings. *(See Engineering)*
- Offer cycling skills classes, Traffic Skills 101 classes and bike commuter classes on campus on a more frequent basis. Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach these classes. *(See Education)*
- Establish permanent dedicated funding for Earn-a-Bike program so that it can resume operations. *(See Encouragement)*
- 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)*
- Expand the Bicycle Program Manager’s time focused on bicycle projects, or create a new full-time position. *(See Evaluation & Planning)*

## Menu of additional recommendations to further promote bicycling:

### Engineering

Adopt a campus-wide [Bicycle Accommodation policy](#) or resolution to ensure that all pathway and building construction projects on campus consider and accommodate optimal bicycle access.

Develop a comprehensive Transportation Demand Management (TDM) program to promote bicycling, walking, transit, and other alternatives to Single Occupancy Vehicle (SOV) driving on campus. See [Yale's "Transportation Options" site](#) for a great example of the kinds of resources this program should make available.

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.

Consider increasing the vehicle 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.

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 indoor 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. [Portland State University has a successful permit program](#) for its indoor bike rooms. [University of Wisconsin-Madison offers paid bicycle parking](#) via bike lockers and cages.

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. Provide [education](#) on using transit bike racks.

Work with the City of Louisville to expand the bike network on and around your campus, and to increase network connectivity through the use of different types of [bike lanes](#), [cycle tracks](#) and [shared lane arrows](#). With 73% of students living off campus, these on-street improvements, coupled with the existing pathway network on campus, [will encourage more people to cycle](#) from off-campus, and will improve safety. Ensure smooth transitions for bicyclists between the trail network and the street network. 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.

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.](#)

**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.

**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.**

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 on-campus students.

## Education

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.](#)

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](#).

**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](http://bikeleague.org/quickguide).**

Consider expanding your bicyclist education programs by introducing a bike ambassador program like Stanford's or Colorado State University's [RamBassador program](#) or [The College of William & Mary's Bike Ambassadors](#) 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](#).

Offer more frequent Cycling Skills classes, 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. Aim to offer these opportunities at least quarterly to reach a wider audience of 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 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. [Arizona State University offers a semester-long Physical Activity Class titled Outdoor Cycling for Fun and Fitness](#).

[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.

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](#).

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

## 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. [Learn about UCLA's Bike Buddies program.](#)**

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.

Establish an on-campus bike center that students can easily access for bicycle services. Check out [UC Davis' student-run Bike Barn](#) or [Portland State University's The Bike Hub](#) or [Dickinson College's The Handlebar](#) for some great examples of what other schools provide. Successful on-campus bike centers often include educational opportunities, DIY repair, and a central home for campus bike groups to meet.

## Enforcement

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

Have Public Safety officers distribute helmets and bike lights (or coupons to the local bike shop for both) at least annually to encourage all types of cyclists to ride more safely and to remove the barriers to attaining these essential bike accessories. [See the helmet promotions at Stanford.](#) Learn about [Light the Night, the annual light giveaway event at the University of Illinois at Urbana-Champaign.](#)

**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 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.**

**Increase the number of Public Safety officers that patrol campus on bikes, as it gives officers a better understanding of the conditions for cyclists. Also ensure that streets as well as secluded off-road paths**

are regularly patrolled to improve personal safety and encourage more people to take advantage of these amenities. [The University of Texas at Austin has a full-time Mountain Bike Unit.](#)

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

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.](#)

# Benefits of Further Improving University of Louisville 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.

Invite representatives from your community's city planning department to join your campus [Bicycle Advisory Committee](#) to improve town-gown relations and ensure connectivity and coordination between on and off-campus bicycle planning.

**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.**

Ensure that there is dedicated funding for the implementation of the bicycle master plan, in addition to the annual budget for 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.

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.

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

Expand efforts to track and 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](#).

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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.*