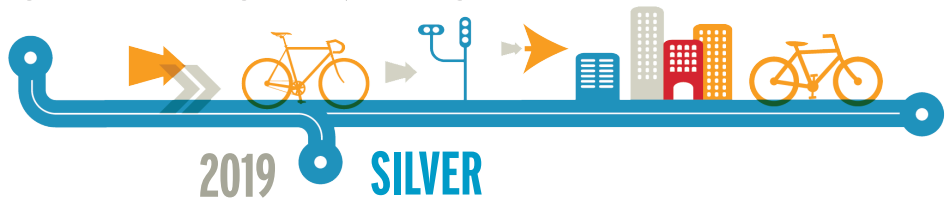




BICYCLE FRIENDLY UNIVERSITY

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Feedback Report



CONGRATULATIONS! THE LEAGUE OF AMERICAN BICYCLISTS HAS DESIGNATED UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN 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. Congratulations on your leadership!

CAMPUS PROFILE

BIKE PROGRAM WEBSITE: BIKE.ILLINOIS.EDU

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
National/Regional University	43,649	50%	43.6	37%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	
Suburban	17,536	1.14 miles	96	

Below, reviewers provided key recommendations to further promote bicycling at University of Illinois at Urbana-Champaign along with 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 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!

HIGHLIGHTS OF UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN'S 2019 BFU APPLICATION INCLUDE:

- » *MCORE Project*
- » *Updated bike.illinois.edu website*
- » *Use of Bikesafetyquiz.com in new student orientation and bicyclist ticket diversion program*
- » *Bike at Illinois programming*
- » *Campus Bike Center*
- » *Weekly bike maintenance classes*
- » *Annual Light the Night event*
- » *Illini 4000 Ride across America*
- » *Bike Ride with the Chancellor*
- » *Lock Your Bike Right event*

- » *VeoRide bike share program*
- » *Transportation SWATeam*
- » *2018 Campus Transportation Survey conducted by iSEE*

KEY STEPS TO GOLD:

- » *Continue to increase the amount of high quality bicycle parking at popular destinations on campus. Prioritize secure indoor and/or covered parking where possible. (See Engineering)*
- » *Offer more frequent Smart Cycling and cycling skills classes, as well as bike commuter classes to students, staff, and faculty on campus. (See Education)*
- » *Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach*



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roadway safety classes for bicyclists and motorists. (See Education)

- » *Increase the number of campus security officers who patrol on bikes. (See Enforcement)*
- » *Begin the process of updating the 2014 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)*
- » *Increase data collection efforts on campus, including automatic bike counters and frequent commuter satisfaction surveys. (See Evaluation & Planning)*

See the following menu of additional recommendations to learn how your campus can improve in these and other areas to become more bicycle-friendly.

ENGINEERING

- » Increase the amount of high-quality bicycle parking on campus to meet growing demand.
- » Upgrade all campus bike parking so that 100% conforms to the Association of Pedestrian and Bicycle Professionals (APBP) Bicycle Parking Guidelines. Find the latest APBP Guidelines at bit.ly/APBP_BikeParking.
- » Introduce bike lockers on campus to provide more secure and weather-proof bike parking on campus. Students will be more likely to bring bicycles to campus knowing that they are safe from theft and the elements. The University of Pittsburgh offers paid bicycle parking via bike lockers and cages. Learn more at bit.ly/UPittBikeLockers.
- » Consider constructing a bike station to provide centrally-located, secure, indoor parking for cyclists. The Bike Center at the University of Minnesota (see: bit.ly/UMBikeCenter) is a great example of a bike station that can serve as a hub for commuters providing repair services, shower and locker facilities, and bike route and event information.
- » Offer students long-term bicycle storage options over winter and summer breaks, and for the duration of the semester if they are away from campus. Such options can alleviate students' worries regarding security or the logistics of transporting a bicycle to and from campus each semester, and can offer a new potential revenue stream for bike facilities and programming on campus. See an example of semester-long storage options at Loyola University Chicago's student-run ChainLinks Bike Shop at bit.ly/LUChainlinks.
- » Allow students who live on campus to store their bikes in their dorm rooms.
- » Develop an engineering policy or guidance document ensuring that non-residential buildings on campus have end-of-trip facilities such as lockers so that bike commuters have a place to safely store their belongings.
- » Consider introducing an 'Occasional Parking Pass' option as an alternative to the annual or semester-long parking permit for motor vehicles. This option will offer employees and students who commute from off-campus to drive and park to campus on rare occasions when needed, and then rely on more sustainable and active forms of transportation such as biking, walking, and transit throughout the rest of the year for the majority of their commutes. See an example of an occasional parking pass policy from the University of Pennsylvania: bit.ly/Penn_OccPass.
- » It's great that all of your campus transit vehicles are equipped with bike racks to accommodate transporting bikes. Provide education on using transit bike racks such as the following video from Spokane Transit: bit.ly/Spokane_BikesBusRack.
- » Work with Champaign, Urbana, and Champaign County to increase and improve connectivity of the on-road bicycle network on and around your campus. Below are several recommendations for specific infrastructure



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types to consider to ensure your bike network meets national standards and best practices. Ensure that your campus and community follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.

- » Your application indicated that your campus does not have bike boulevards. Consider adding bike boulevards to your campus. A great first step could be checking out guides to bike boulevards by NACTO at bit.ly/NACTOBikeBlvds.
- » Place wayfinding 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: bit.ly/DcWayfind. Learn more about bike route wayfinding signage and markings system best practices from NACTO: bit.ly/NACTO_wayfind.
- » Increase the frequency of bike lane, path, and trail sweepings to keep cyclists safe. Develop a policy or standard operating procedure that mandates the regular sweeping or cleaning of lanes, paths, and trails more frequently that roadways are cleaned.
- » Address potholes and other roadway hazards for bicyclists in a time sensitive manner to keep your bicyclists comfortable and safe. Develop a policy or standard operating procedure that mandates that potholes are filled within 24-48 hours of being reported.

EDUCATION

- » 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. Consider Stanford’s multi-pronged approach to Bike Safety through events and programs such as a bike safety Dorm

Challenge, a bike safety campaign led by Sprocket Man (bit.ly/SprocketMan), and a bike safety pledge detailed at bit.ly/StanfBikePledge. See below for more ideas to educate both bicyclists and motorists about roadway safety.

- » Expand the reach of your bicyclist education programs by introducing a bike ambassador program like Colorado State University’s RamBassador program (bit.ly/RamBassadors), UCI Irvine’s Bike Ambassador program (bit.ly/BikeUCI_Amb) or The College of William & Mary’s Bike Ambassadors program (bit.ly/WMBikeAmb).
- » Consider expanding motorist education on your campus by requiring a ‘Share the Road’ test or Bicycle Friendly Driver training and quiz as a prerequisite to purchasing a parking pass or permit on campus. Work with a local League Cycling Instructor to offer the League’s new Bicycle Friendly Driver curriculum (bit.ly/BFDriver) to all motorists accessing your campus.
- » Expand your bicyclists ticket diversion program to include motorists as well, as a way to educate more drivers on “Share the Road” messages. Drivers who are issued a citation are offered an opportunity to waive fees for violations by attending a Bicycle Friendly Driver education course. See U.C. Davis’ Bicycle Education and Enforcement Program at bit.ly/UCDavisBEEP for an example.
- » Offer Smart Cycling or Traffic Skills 101 courses on a much more frequent basis 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 present class opportunities at least monthly. Ideally the instruction would incorporate a classroom portion as well as on-road training. The classroom portion of Traffic Skills 101 is available online at bit.ly/LABTrafficSkills. For more information visit: bit.ly/BFURideSmart.
- » Offer Cycling Skills classes (3-4 hours with classroom instruction) on a regular basis 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 present these opportunities to students and non-students alike on at least a monthly basis. For more information visit: bit.ly/BFURideSmart.

- » Offer Commuter Classes (1-2 hours with classroom instruction) on a regularly scheduled basis or contact your local bicycle group to see if there are classes in your area that could be promoted to students and employees. For more information visit: bit.ly/BFURideSmart.
- » Great work offering frequent maintenance classes on campus. Ensure your classes reach the maximum audience possible by regularly promoting and advertising this opportunity.
- » Offering physical education cycling classes is fantastic! Be sure this opportunity reaches the most students possible by promoting the class or expanding the class size or number of classes offered per year.
- » Consider a peer-to-peer education model to increase the effectiveness and reach 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 Arizona State University at bit.ly/ASULCI or learn more about becoming LCI certified at bit.ly/BFULCI.
- » Host an LCI seminar on campus to increase the number of active 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. Learn how to host an LCI seminar at bit.ly/Host_LCI_Seminar.

ENCOURAGEMENT

- » Participate in the National Bike Challenge as a campus! The National Bike Challenge offers prizes, community, and friendly competition to encourage daily ridership. Anyone can sign up for free anytime! Learn more at bit.ly/NatBikeChallengeBFU.
- » Celebrate bicycling as a mode of sustainable transportation by scheduling a campus car-free day. See the example set by Princeton at bit.ly/PrincetonCarFreeDay.
- » Launch a bike buddy or mentor 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: bit.ly/UCLA_BikeBuddies.
- » Establish a formal incentive program for those who bike commute. This could include such benefits as cash incentives, car share discounts, or coupons for local bike shops. Check out the University of Minnesota's ZAP Bike Commuting program through Dero ZAP (bit.ly/UMZap) and see how Harvard encourages employees to bike to work through the Bike Commuter Tax Benefit: bit.ly/Harvard_CommuterBenefits. The University of Kentucky has a successful Bike Voucher Program as one of its many incentive options for students and employees who opt to not drive to/on campus: bit.ly/UK_BikeVoucher.
- » 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: bit.ly/UA_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: bit.ly/OHSU_Valet.

- » Form an Employee Bike Commuter Club to foster a culture of support and to more effectively distribute news and information to staff, faculty and student employees who commute to campus by bike. Check out UCLA's Commuter Club at bit.ly/BruinCommClub.
- » Expand your bike share program to offer long-term bike loans of a semester or longer. Such a move would encourage dedicated ridership on campus or accommodate cyclists unable to bring a bike to campus. Wake Forest University's Re-Cycle offers affordable semester long rentals to students: bit.ly/WFUReCycle.
- » It's great that your campus has a co-op or bike center. Below are some ideas of additional services you could offer at your bike center to expand its role on campus, reach more newcomers, and meet the needs of more campus cyclists.
- » The campus bike center would be a perfect place to consider offering bike valet services from for home games. Such a service could also act as an employment or volunteer opportunity for students, and potentially as a revenue source to help support the center.
- » Consider initiating bike messenger services out of the campus bike center. Such a service could also act as an employment or volunteer opportunity for students, and potentially as a revenue source to help support the center.
- » Start a free helmet giveaway or subsidy program, or partner with a local bike shop to offer students coupons or discounts on helmets. See the helmet promotions at Stanford at bit.ly/StanBikeSafety and the "Helmet Hair Don't Care" Pledge at UC Davis at bit.ly/UCDavisHelmetHair.
- » Consider having free bike lock giveaways for students to get high-quality bike locks into the hands of more

riders.

- » Offer affordable bike lock rentals to students and employees in the event that someone who owns a lock simply forgot it one day. See Portland State University's U-lock Rental program at bit.ly/UPortlandLock.
- » Great job offering some bike mapping options for your campus community. Below are some ideas to further improve and expand the map-related resources you make available on your campus.
- » Be sure to include all available bike parking in your printed map. Students and staff will appreciate being able to plan where the closest bike parking is relative to their final destination.

ENFORCEMENT

- » Ask campus security to regularly patrol bicycle parking areas to reduce bike theft on campus.
- » Appoint a designated law enforcement/campus safety 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.
- » Increase the number of Public Safety officers that patrol campus on bikes, as it gives officers a better understanding of the conditions for cyclists and to view campus from the perspective of handlebars. The University of Texas at Austin has a full-time Mountain Bike Unit: bit.ly/UTAustinBikePolice.
- » The Law Enforcement Bicycle Association offers bicycle-related training that you can offer for your campus police or security officers. Learn more at leba.org.



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- » Utilize the League's Smart Cycling courses and videos as education tools for you Public Safety officers found at bit.ly/BFUSmartCycling and bit.ly/BFUSmartCyclingVid.
- » Host a League Cycling Instructor or another local cycling advocacy group to deliver a safe cycling presentation to your campus security officers. Consider assisting one of your officers in becoming certified as a League Cycling Instructor. Learn more at bit.ly/BFULCI.
- » Provide your campus security with training on racial profiling awareness in multimodal transportation enforcement.
- » Adopt fair and equitable traffic laws. Campus laws that discriminate against cyclists, unnecessarily restrict their right to travel, or reduce their relative safety should be repealed.
- » **Pass campus laws or ordinances that protect cyclists and pedestrians, including the following:**
 - » Develop penalties for motorists who fail to yield to a bicyclist when turning.
 - » Institute a policy specifically penalizing motorists who 'door' bicyclists.
- » departments to implement policies and projects. See this report on the importance of Bicycle & Pedestrian program staff: bit.ly/BikePedStaff.
- » Include more stakeholders in the Bicycle Advisory Committee to ensure that the members of the committee reflect the diversity and ability levels of cyclists on your campus. Consider adding representatives from: student government, local city/county government staff, student racing team or club members, International Student Affairs or similar group or department, Office of Diversity & Inclusion or similar groups, or any other groups, departments, or individuals that should be represented.
- » 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. Check out this Road Map to developing a bicycle master plan at bit.ly/ImplementBikePlan.
- » 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.

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
- » Consider installing automatic bicycle counters on your campus to better gauge ridership on an ongoing basis. Look into tools such as EcoCounter for automatic electronic counters at bit.ly/EcoCounter, or online services like the National Bike Challenge for self-reporting data collection at bit.ly/NatBikeChallengeBFU. Learn about UCLA's automated bike counter and publicly available



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ridership data at bit.ly/UCLABikeCounter and bit.ly/UCLARidershipData. See how the University of Minnesota uses the Dero ZAP Program to track and reward ridership on their campus at bit.ly/UMZap.

- » Begin conducting periodic manual counts, and consider participating in the National Bicycle and Pedestrian Documentation Project at bit.ly/NatBikePedDoc.
- » Ensure that there is a mechanism for bicyclists on campus to report any bicycle/automobile, bicycle/bicycle, and bicycle/pedestrian crashes on campus to the appropriate campus and/or community authorities. Record and track this data and utilize it to identify any points prone to conflict and develop a strategy to reduce them.
- » Conduct an economic impact study to measure the many ways cycling can benefit your campus. Consider partnering with local business or tourism groups on a larger regional study that includes your campus. The University of Arkansas was included in a Walton Family Foundation-funded economic impact study for the Northwest Arkansas Region: bit.ly/Walton_NWAEconStudy.
- » Conduct an environmental impact study on bicycling within your campus to gauge and further promote sustainability efforts. See Minnesota State University, Mankato's example at bit.ly/EnvImpactStudy.

- » League reviewers were pleased to see the following improvements planned for your campus in the coming year and beyond, as quoted below from your application. We look forward to hearing about your progress on these efforts in your next renewal application, and welcome updates in the interim if you have any announcements or progress reports in the meantime!
- » *"Completing the installation of a large (62 foot by 14 foot) enclosed bike shelter at a location in the core of campus. This shelter will accommodate parking for 74 bicycles. Additionally we will be adding a 100 new bike parking units outside building entrances that don't currently have parking within 150 feet of the building. This next year we plan to partner with a national bike registry to create an easier to use and community-wide bicycle registration system."*

FOR MORE IDEAS & BEST PRACTICES, PLEASE VISIT THE FOLLOWING **BICYCLE FRIENDLY UNIVERSITY** RESOURCES ONLINE:

- » bikeleague.org/university
- » bikeleague.org/bfu_faq
- » bikeleague.org/bfu_blogs

PLEASE ALSO SEE THE ATTACHED SURVEY DOCUMENT FOR ADDITIONAL COMMENTS AND FEEDBACK FROM BICYCLISTS ON YOUR CAMPUS.

The Bicycle Friendly University program is supported by Ground Control Systems and League Members. Learn more at www.groundcontrolsystems.com and bikeleague.org/join.