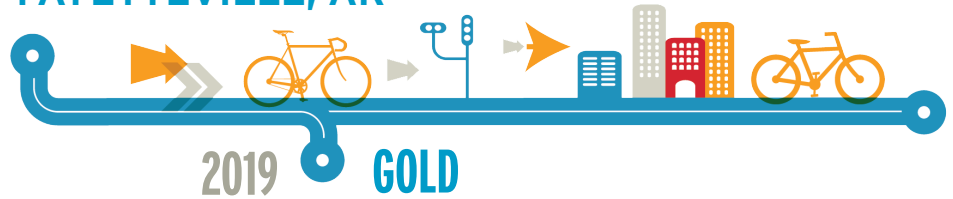




## Feedback Report



CONGRATULATIONS! THE LEAGUE OF AMERICAN BICYCLISTS HAS DESIGNATED THE UNIVERSITY OF ARKANSAS AS A BICYCLE FRIENDLY UNIVERSITY AT THE GOLD 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: [HTTPS://BIKE.UARK.EDU/](https://bike.uark.edu/)**

INSTITUTION TYPE	STUDENT ENROLLMENT	% OF STUDENTS LIVING OFF-CAMPUS	CAMPUS ROADWAY MILES	% OF ROADS UNDER UNIVERSITY CONTROL
National/Regional University	27,558	80%	24	13%
CAMPUS TYPE	STAFF & FACULTY	AVERAGE DISTANCE TO CAMPUS	PATHWAY MILES	
Urban	4,503	2 miles	7.4	

Below, reviewers provided key recommendations to further promote bicycling at The University of Arkansas 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 THE UNIVERSITY OF ARKANSAS'S 2019

#### BFU APPLICATION INCLUDE:

- » *Hiring a Bicycle & Pedestrian Programs Coordinator*
- » *Bicycle Advocacy Council*
- » *UREC Bike Shop*
- » *The University of Arkansas Cycling Club*
- » *Discovery Bikeway*
- » *Annual BikeFest and Bike Safety Block Party events*
- » *VeoRide Bike Share program*
- » *The "Freshman Experience" mountain biking trail*
- » *Scheduled construction of the Maple Street Cycle Track*

#### KEY STEPS TO PLATINUM:

- » *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)*
- » *Continue to increase the amount of high quality bicycle parking at popular destinations on campus. Prioritize indoor, secure, and/or covered parking where possible. (See Engineering)*
- » *Start a bicyclist ticket diversion program. (See Education & Enforcement)*
- » *Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach roadway safety classes for bicyclists and motorists. (See Education)*



# BICYCLE FRIENDLY UNIVERSITY



The University of Arkansas

## Feedback Report

- » *Increase the number of campus security officers who patrol on bikes. (See Enforcement)*
- » *Create a bicycle-specific campus bike master plan that will guide future plans with a long-term physical and programmatic vision for your campus. (See Evaluation & Planning)*
- » *Establish a dedicated annual budget to ensure successful implementation of a new campus bike plan, as well as to commit the administration to providing ongoing support of the bicycle program and related expenses. (See Evaluation & Planning)*
- » Develop an implementation checklist to monitor and ensure the progress of your engineering policies and programs. An implementation checklist is a great way to celebrate accomplishment milestones while keeping track of work yet to be done.
- » Provide ongoing training opportunities for engineering and planning staff related to accommodating bicyclists, to ensure that your bicycle accommodation policy or complete streets policy are followed and enforced. Look into classes offered by the National Highway Institute at [bit.ly/NHIClasses](http://bit.ly/NHIClasses).

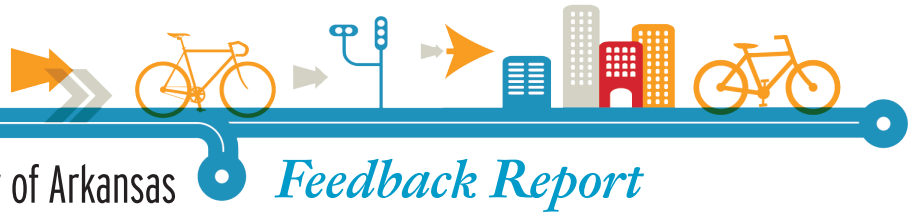
See the following menu of additional recommendations to learn how your campus can improve in these and other areas to become more bicycle-friendly.

### ENGINEERING

- » Adopt a campus-wide Complete Streets policy and offer implementation guidance for staff. 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. Learn more about the National Complete Streets Coalition at [bit.ly/CompleteStreetsBFU](http://bit.ly/CompleteStreetsBFU).
- » 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. See the University of Mississippi's Bicycle & Pedestrian Accommodation policy at [bit.ly/OleMiss\\_BikeAccPol](http://bit.ly/OleMiss_BikeAccPol) or the University of Arizona's policy at [bit.ly/UAZ\\_BikeAccPol](http://bit.ly/UAZ_BikeAccPol).
- » Create a campus-wide policy that commits to only hiring project consultants and advisors who have bike/pedestrian qualifications for all future campus roadway, path, or building construction projects.
- » If applicable, expand your bike parking ordinance/policy to include all parking garages, in addition to new and existing buildings. Check out this guide to passing an effective bicycle parking ordinance at [bit.ly/BikeOrdinance](http://bit.ly/BikeOrdinance).
- » 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](http://bit.ly/Penn_OccPass).
- » Increase the amount of high-quality bicycle parking on campus to meet growing demand, and 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](http://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](http://bit.ly/UPittBikeLockers).
- » 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](http://bit.ly/LUChainlinks).
- » 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.
- » If locker rooms are available in non-residential campus buildings, make sure that access to these lockers are offered as a benefit for bike commuters, not as an additional cost to students and employees who use sustainable, active transportation to travel to and from campus.
- » 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](http://bit.ly/Spokane_BikesBusRack).
- » Work with the city of Fayetteville to increase and improve connectivity of the on-road bicycle network on and around your campus. Below are several recommendations for specific infrastructure 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 on-road bike lanes. Consider adding bike lanes to your campus. A great first step could be checking out guides to bike lanes by NACTO at [bit.ly/NACTOBikeLanes](http://bit.ly/NACTOBikeLanes) and the Pedestrian & Bicycle Information Center at [bit.ly/PedBikeBikeLanes](http://bit.ly/PedBikeBikeLanes).
- » Your application indicated that your campus does not have protected/buffered bike lanes or cycle tracks. Consider increasing cyclist safety by adding protected bike lanes or cycle tracks to your campus. A great first step could be checking out NACTO's guide to cycle tracks at [bit.ly/NACTOCycleTrack](http://bit.ly/NACTOCycleTrack).
- » Consider adding speed tables to on-campus streets to calm traffic and reduce the speed of on-campus traffic to levels that are safer for cyclists and pedestrians. Learn more about speed tables from NACTO: [bit.ly/NACTO\\_SpeedTable](http://bit.ly/NACTO_SpeedTable).
- » 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.
- » 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.
- » Host in-person forums every semester to address any grievances bicycle facility users may have and to generate new ideas for future plans.

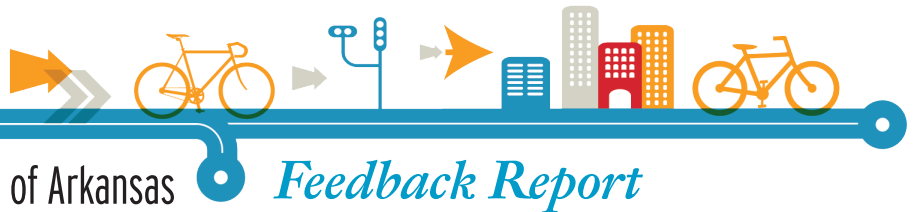


### EDUCATION

- » If your campus has safety or informational presentations for incoming students, faculty, and staff, make sure there is a component of those presentations that covers bike safety and the various amenities and services for bikes on campus and in the surrounding community.
- » Include information about bicycling on campus in the student handbook. Topics covered should include basic safety tips, rules of the road for your campus, community, and/or state, relevant policies or campus-wide rules, amenities and services such as bike parking locations, bike registration, organized rides, classes, related clubs, and more.
- » 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](http://bit.ly/SprocketMan)), and a bike safety pledge detailed at [bit.ly/StanfBikePledge](http://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](http://bit.ly/RamBassadors)), UCI Irvine’s Bike Ambassador program ([bit.ly/BikeUCI\\_Amb](http://bit.ly/BikeUCI_Amb)) or The College of William & Mary’s Bike Ambassadors program ([bit.ly/WMBikeAmb](http://bit.ly/WMBikeAmb)).
- » Expose motorists on your campus to ‘Share the Road’ and ‘Bicycle Friendly Driver’ education by providing related information in all campus drivers’ education or with all parking permits. Consider 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 Bicycle Friendly Driver curriculum ([bit.ly/BFDriver](http://bit.ly/BFDriver)) to all motorists accessing your campus.
- » Expand your motorist ticket diversion program to include cyclists as well. Students who are issued a citation are offered an opportunity to waive fees for violations by attending an education course. See U.C. Davis’ Bicycle Education program for an example at [bit.ly/UCDavisBEEP](http://bit.ly/UCDavisBEEP).
- » Offer Smart Cycling or Traffic Skills 101 courses on a 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](http://bit.ly/LABTrafficSkills). For more information visit: [bit.ly/BFURideSmart](http://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.
- » Great job offering frequent Commuter Classes. Work to expand the number of participants by ensuring that these opportunities are sufficiently advertised and reach the maximum audience, including students, staff, and faculty.
- » Great work offering frequent maintenance classes on campus. Ensure your classes reach the maximum audience possible by regularly promoting and advertising this opportunity.
- » Bicycling should be offered regularly within physical education course offerings. Arizona State University



## BICYCLE FRIENDLY UNIVERSITY



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offers a semester-long Physical Activity Class titled Outdoor Cycling for Fun and Fitness ([bit.ly/ASUCyclingPE](http://bit.ly/ASUCyclingPE)).

- » Encourage more members of your campus community to become trained and certified as League Cycling Instructors (LCIs). Having an LCI on campus can advance safe cycling education on your campus. Learn how at [bit.ly/BFULCI](http://bit.ly/BFULCI). Have at least one staff or faculty member become an LCI to establish a more permanent LCI presence on campus. In addition, consider a peer-to-peer education model by training students as LCIs to increase the effectiveness and reach of your bicycle education on campus. Arizona State University hosts an 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 at [bit.ly/ASULCI](http://bit.ly/ASULCI) or learn more about becoming LCI certified at [bit.ly/BFULCI](http://bit.ly/BFULCI).
- » Host a League Cycling Instructor (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](http://bit.ly/Host_LCI_Seminar).
- » 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](http://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](http://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](http://bit.ly/UMZap)) and see how Harvard encourages employees to bike to work through the Bike Commuter Tax Benefit: [bit.ly/Harvard\\_CommuterBenefits](http://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](http://bit.ly/UK_BikeVoucher).
- » 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](http://bit.ly/BruinCommClub).

## ENCOURAGEMENT

- » Emphasize the importance of bicycling on campus by encouraging your President or other Admin Leader to lead or participate in a ride. See how Marquette University's President led a ride to celebrate the opening of a new bike share dock on campus at [bit.ly/MarqBublr](http://bit.ly/MarqBublr).
- » 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/WFURCycle](http://bit.ly/WFURCycle).
- » In addition to making short- and long-term bike share options available for students, consider offering a departmental bike share program for faculty and staff



in specific academic and administrative units. The University of Florida refurbishes abandoned bikes on campus to supply its program, and offers each bike with a helmet and U-Lock for use. Learn more at [bit.ly/UFL\\_DeptBikeShare](http://bit.ly/UFL_DeptBikeShare).

- » Consider providing a fleet of cargo bikes for campus staff and student workers. Cargo bikes can be useful alternatives to vehicle fleets when workers need to make short trips on campus, and offers a healthy, sustainable, and economic alternative to driving.
- » Consider offering bike messenger services on campus, potentially out of the UREC Bike Shop. Such a service could also act as an employment or volunteer opportunity for students, and potentially as a revenue source to help support the shop.

### ENFORCEMENT

- » Curb bike theft on campus by increasing educational opportunities about proper locking techniques. Even if a student or staff member has a high-quality bike lock, that doesn't mean they necessarily know the best way to use it. Post signage, use handouts, or offer demonstrations to teach proper locking to ensure that a rider will return to ALL of his or her bike.
- » 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](http://bit.ly/UPortlandLock).
- » Work with campus and/or city police to implement a Bait Bike Program to help curb bike theft on campus. Learn about how the University of California, Berkeley's Bait Bike program helped reduce bike thefts by 45% in one year at [bit.ly/CalBaitBike](http://bit.ly/CalBaitBike), and how the University of Wisconsin – Madison's Police Department reduced bike thefts by 40% in the first year of their Bait Bike program at [bit.ly/UWMBaitBike](http://bit.ly/UWMBaitBike).
- » It is important to emphasize that all road users must follow the law. Ask public safety to begin targeting 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.
- » 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](http://bit.ly/UTAustinBikePolice).
- » Check out the National Highway Traffic Safety Administration's Roll Call video "Enforcing Law for Bicyclists" and other resources for training law enforcement officers at [bit.ly/NHTSA\\_LawEnf](http://bit.ly/NHTSA_LawEnf).
- » Utilize the League's Smart Cycling courses and videos as education tools for you Public Safety officers found at [bit.ly/BFUSmartCycling](http://bit.ly/BFUSmartCycling) and [bit.ly/BFUSmartCyclingVid](http://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](http://bit.ly/BFULCI).
- » Provide your campus security with training on racial profiling awareness in multimodal transportation enforcement.
- » **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.
  - » Promote the well-being of cyclists on your campus by making it illegal to harass a cyclist.



### EVALUATION & PLANNING

- » Encourage your Bicycle Advocacy Council to meet more often, ideally monthly. Having an official campus 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. See this guide to forming a BAC: [bit.ly/BACGuide](http://bit.ly/BACGuide) and how the University of Wisconsin organizes its BAC at [bit.ly/UWIBAC](http://bit.ly/UWIBAC).
  - » Consider creating a comprehensive bicycle-specific master plan. Ensure that the plan serves as a guide for the 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. Compliment 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 at [bit.ly/CalBikePlan](http://bit.ly/CalBikePlan) and this Road Map to developing your own bike plan [bit.ly/ImplementBikePlan](http://bit.ly/ImplementBikePlan).
  - » **While it is great that some funding is available for bike-related expenses, a dedicated annual budget is strongly encouraged to guarantee consistently available funds for your bicycle program and related expenses, including infrastructure and programming. Below are some ideas for potential sources of funding for an ongoing dedicated budget.**
    - » Consider utilizing automobile parking fees on your campus to help fund your bicycle program.
    - » Utilize traffic enforcement and citation fees on your campus to fund your bicycle program.
    - » Lobby the campus administration for ongoing, dedicated funding for your bicycle program.
    - » Consider reaching out to external private funding sources, such as applying for grants or accepting private donations, to help fund your bicycle program.
    - » Utilize any current automobile parking fees on campus as a revenue source for your campus' bicycle expenses or introduce such fees.
    - » Use the revenue generated from any on campus traffic citations as a funding source for the campus' bicycle expenses.
  - » Begin conducting periodic manual counts, and consider participating in the National Bicycle and Pedestrian Documentation Project at [bit.ly/NatBikePedDoc](http://bit.ly/NatBikePedDoc).
  - » Ensure that there is a mechanism for bicyclists on campus to report any bicycle/automobile crashes to the appropriate campus and/or community authorities. Record this data and utilize it to identify any points prone to conflict and develop a strategy to reduce them.
  - » Develop a reporting system to track bicycle/bicycle and bicycle/pedestrian crashes to help identify conflict points that may need special attention.
  - » 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](http://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**



# BICYCLE FRIENDLY UNIVERSITY



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renewal application, and welcome updates in the interim if you have any announcements or progress reports in the meantime!

- » *"The Maple Street Cycle Track is scheduled to start construction next year. This is "complete Street" project that includes a half a mile of 9-foot-wide two-way cycle track. The cost of the cycle track portion of the project is estimated at 2 million dollars. Once complete, the cycle track will provide a world-class cycling experience and front-door access connect the UA campus to the 37-mile long Razorback Regional Greenway and the extensive Fayetteville trails network. The construction of the Maple Street Cycletrack may take up to two years to complete."*
- » *"We plan to develop a bicycle accommodation policy for housing and facilities that will require long-term bike parking at housing facilities. We plan to step up our education by offering more intro to classes for commuters."*

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

- » [bikeleague.org/university](http://bikeleague.org/university)
- » [bikeleague.org/bfu\\_faq](http://bikeleague.org/bfu_faq)
- » [bikeleague.org/content/bfu-process-criteria](http://bikeleague.org/content/bfu-process-criteria)
- » [bikeleague.org/bfu\\_blogs](http://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](http://www.groundcontrolsystems.com) and [bikeleague.org/join](http://bikeleague.org/join).*