Congratulations! The League of American Bicyclists has designated San Francisco State University 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: Bike Barn; Power to the Pedal Outreach Program; Weekly bicycle education tabling at the campus Farmer's Market; 'Bicycle Geographies' course; SF State Cycling Team; Bike supplies sold at campus bookstore.

Below, reviewers provided key recommendations to further promote bicycling at San Francisco State University 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 San Francisco State University should focus on to improve cycling on campus:

- Increase the amount of way-finding signage at strategic locations around campus. (See Engineering)

- Continue to increase the amount of high quality bicycle parking at popular destinations. (See Engineering)

- Develop a comprehensive bicycle education program including an ongoing safety and awareness campaign, as well as regular bicycle safety and maintenance classes. Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach these classes on campus. (See Education)

- Launch a bike sharing system for students, faculty, and staff. (See Encouragement)

- Offer students an opportunity to register their bikes with campus police and have an ongoing education campaign to prevent against bike theft. (See Enforcement)

- Update the 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)
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. 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.

Develop a [bike parking ordinance](#) or campus-wide policy requiring bike parking at all new and existing buildings.

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.

Allow students who live on campus to store their bikes in their dorm rooms.

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 state or local DOT’s own guidelines.

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.

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 more quickly.
Accommodate bicyclists during construction by providing suitable detour routes and signage. See Stanford's Head’s Up Campaign, designed to inform their campus community of construction activity and to provide strategies for navigating safely, whether on foot or on wheels.

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

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.

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. Everyone should know that this campus wants to be truly bicycle-friendly.

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. 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.

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 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.

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.

**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.

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 Bike Commuting program through Dero ZAP 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.

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. For inspiration, see what is being done at Emory University in Partnership with Fuji, see how Yale is using Zagster bikes for its bike share program, and check out the automated Wolf Ride Bike Share system at Stony Brook University.

**Enforcement**

Offer students an opportunity to register their bikes with the campus police. Organizing an event around bike registration during the beginning of the semester will allow you to effectively communicate with students about bike theft and provide an opportunity to teach proper locking techniques. Read about registering a bike at the University of Oklahoma.

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.
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 2014, and how the University of Wisconsin – Madison’s Police Department reduced bike thefts by 40% in the first year of their Bait Bike program.

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.

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

Appoint a full-time staff member as 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 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.

Create a bicycle-specific subcommittee under your Campus Sustainability Committee. Having a 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.

Create an updated and bike-specific 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 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 Utah’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.

Benefits of Further Improving San Francisco State University 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.
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. 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/pedestrian, and bicycle/automobile 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.

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

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.