



# UW-Milwaukee Bicycle Advisory Task Force



## Recommendations for a Bicycle-Friendly Campus

11/16/2012



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# Goals

## Goal: To make UW-Milwaukee a Bicycle-Friendly Campus

- To enhance the quality of life on campus
- To attract students and employees to UWM
- To reduce our environmental impact and fossil fuel consumption
- To encourage health & wellness with our students, faculty & staff
- To augment our safe & secure campus with complete streets for all

<b>Education</b>	Well informed & responsible campus population through a multi-faceted communications strategy
<b>Enforcement</b>	Consistent & safe with a focus on responsibility of campus and the community
<b>Engineering</b>	Right-sized and maintained campus infrastructure for complete streets
<b>Encouragement</b>	Identify benefits and incentives to encourage biking to and around campus
<b>Evaluation</b>	Regular evaluation with meaningful metrics

### Current Ridership:

- Students- 4.2%
- Faculty- 10.4%
- Staff- 4.0%

### Goal Setting

- Master Plan Goals
  - Students: 4% → 7%
  - Staff & Faculty: 6% → 9%
- Impacts on Goal Setting- Further analysis necessary
  - Distance to campus (any location)
  - Preference and affordability to live near campus
  - Ability to ride
  - Campus Support
  - Gas Prices
  - Other





# Introduction

According to the League of American Bicyclists, a Bicycle-Friendly University is one that “promotes cycling in a variety of ways, from secure bike parking to campus bike rides to bicycle education classes.” To determine whether a campus makes the grade, universities are evaluated in five primary areas: engineering, encouragement, education, enforcement and evaluation/planning. Using the five Es, successful universities create a safe and comfortable environment that encourages cyclists of all skill levels to get out and ride for transportation and recreation.

Bicycle planning surrounds the university and incorporates linkages that are relevant to the bicycling commuter at UWM. Both the City of Milwaukee and Village of Shorewood have bicycle plans that address safe routes, complete streets, and outreach. The University has the opportunity to draw upon those plans in all of its campus locations.

The UW-Milwaukee Master Plan Report on Transportation set a focus for the campus regarding enhanced bicycling to campus.

- Expand the U Bike Program, which is administered by the Student Union Adventure Center. This program currently loans out up to 70-100 bicycles per semester, free of charge to UWM students.
- Increase the number of bicycle lockers and shower facilities.
- Provide bicycle parking at convenient locations, such as a limited set of building entrances and in parking garages.
- Provide covered, secure bicycle parking.
- Enhance education and promotion of bicycle use.
- Advocate for better bicycle lanes, particularly on Oakland and Locust Avenues.

This document is intended to enhance and draw out the recommendations of the Master Plan while also build on the cross-campus interest in a strong bike-friendly campus. The UW-Milwaukee Bicycle Advisory Task Force was formulated, in order to gather information on current strategies in place, as well as to visualize what strategic potential UWM has to be a “bike-friendly campus” within the context of the surrounding community the university draws from.



# Introduction

The framework for this discussion and plan are based around the Five “E”s

<b>Education:</b>	Share the why and how of commute bicycling
<b>Enforcement:</b>	Know Campus and City scope of regulations on bicycling
<b>Engineering:</b>	Compile the physical infrastructure and necessary maintenance for bicycle use
<b>Encouragement:</b>	Find incentives for bicyclists
<b>Evaluation:</b>	Track all of the above to sustain a program

## UWM Bicycle Advisory Task Force

Affiliation	Name
FAA, Environmental Sustainability Coordinator-UWM	Kate Nelson
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Community	
Sergeant, Milwaukee Police Department, District 1	Christopher Peterson or other representative
City of Milwaukee	Michael Loughran
Bicycle Federation of Wisconsin	Tom Stacey



## Define: What do we need to educate about?

### Why Bike

- Benefits of Bicycling- financial, environmental & health

### How to Bike

- Safe Travel Paths/Preferred Routes
- Resources
  - Services Offered (registration, air pump, etc.)
  - Maintenance
  - Safe Parking
- Rules of the Road & Etiquette
- Supportive UWM Initiatives around bicycling

### Baseline

- Education on Parking
  - Safety-Campus Police Website
  - General Information-Parking & Transit Website
  - Mapped out racks-Sustainability Map
- Education for Students
  - Formerly known as the U Bike Program-bike rental, initiatives and events, maintenance and safety workshops (Currently in transition to Recreational Sports & Facilities, to be known as Outdoor Pursuits)
- General Event with Educational component
  - Bike to Campus Day-one day event (May), campus-wide news story showcasing bicycle resources





# Education

Enforcement  
Engineering  
Encouragement  
Evaluation

## Future Strategies

- Unified Website for all biking information, Functional vs. Departmental
- Multiple Department Collaboration to Share Resources on Bicycling
  - Including, but not limited to:
    - Plans and Goals
    - Safety
    - Parking
    - Route and Connections
    - Outreach and Resources
- New Student/Staff Orientation & Welcome Events
- Utilize UWM mobile app
- Seasonal Campus Rides (In addition to May's Bike to Campus Day)
  - Winter Bicycling event & how to workshop
  - September event-Get new riders bicycling at beginning of semester to capture their enthusiasm and to celebrate riders who already commute by bike
- Monthly bike-to lunch event to share resources
- Bike Path Education- Share safe/focused routes
- For all actions, make as "social" as possible
  - Bike buddies, potential addition to ZimRide
  - Competitions to encourage (Endomondo, etc)
  - Ability for outside groups to share



## Define: What needs to be enforced?

### Campus

- Road Rules for Bicyclists and Non-bicyclists
- Parking
- Accident Reporting
- Theft

### City/Village/State

- Road Rules of the Wisconsin State Statutes
- Bicycle Lanes
- Licensing

### Baseline

- University Rules in place and enforced
  - No bicycles in buildings (UWS Chapter 18)
  - No bicycles may be parked/attached to hand rails
- City Rules-Wisconsin State Statutes enforced
- Theft
  - Campus Police "Little Buddy" GPS program baiting & tracking bicycles (Recently dismantled due to declining software support)
  - Security cameras cross campus
- Parking
  - 10 Days to move tagged bicycles
  - 90 Days to claim tagged bicycles
- Tickets for Uniform Traffic Violations
- Increase in Bicycling Campus Police
  - 15 additional starting this fall, 28 bicycle cops out of 45 total





Education

# Enforcement

Engineering  
Encouragement  
Evaluation



## Future Strategies

- Track and reduce bicycle accidents on campus and in surrounding area
- Add and enhance road bicycle lanes on main thoroughfares
- Continued enforcement of all vehicle violations
- Stress education over ticketing
- Set preferred bike routes through campus and to campus (visual or multiple languages)
- Explore UW Madison's program bait bike stickers ("This could be a bait bike")





## Define: What is the scope & geography of engineering? Whose control is it under?

### Physical Infrastructure & Maintenance

- Connections Between Buildings-Campus
- Parking-Campus (inside and outside)
- Signage-Campus, City, Village, County
- Lighting/Security-Campus
- Lockers & Showers-Campus
- Bicycle Racks on Shuttles-Campus
- Bicycle Racks and Lockers (permanent and adjustable)-State and Campus
- Streets-City/Village
- Bicycle Paths-County

### Baseline: UW-Milwaukee Specific

- 1,250 Linear Feet of Bicycle Racks
- 50 Bicycle Lockers Available for long-term Student Residence
- GIS Web-based map locating campus bicycle racks
- Campus Security Cameras





Education  
Enforcement

# Engineering

Encouragement  
Evaluation



## Future Strategies

- Create central nodes of bicycle parking
  - Covered, well-lit, accessible, right-sized
  - For the purpose of streamlining resources, advertising bicycling on campus, and reducing theft
  - Create signage & pathways on campus for bicycles to locate parking and encouragement to slow down around pedestrians
- Institutionalize communication with City/Village/County on route and lane information and maintenance
  - Coordinate on bike lane repainting, pothole and street improvements
  - Host a Bicycle Summit with key campus and community players
- Prioritize routes to campus based on usage
- Determine level of sufficient bicycle parking racks/lockers/etc.
- Determine or enhance best bicycle routes on campus
- Be a good example to leverage outside resources



# Encouragement

## Evaluation



### Define: Incentives and Viability, What and who are we encouraging?

#### Who

- Faculty
- Students
- Staff
- Visitors

#### What

- For Work and Classes at UW-Milwaukee, all locations
- Safe and Efficient Travel
- Health & Fitness
- Stewardship/maintenance of bicycles
- Reducing fossil fuel usage
- (Not recreational bicycling)

#### Baseline

- Students: Program formerly known as U Bike Program-Free student bicycle rental, programming, and promotions
- All: 1,250 linear feet of free bicycle rack parking available
- All: Spring Bike to Campus Day
- All: Bicycle lanes and pathways leading to campus or in vicinity



Education  
Enforcement  
Engineering

# Encouragement



Evaluation

## Future Strategies:

- Differentiate programs for students from faculty/ staff where applicable to suit differing needs
- Incentives for year-round & seasonal (perk or financial incentive)
- Implement the Bicycle Commuter Act (state tax credit) for employee commutes
- Set up ride groups (people support) from several communities around campus and throughout the city/region
- Regular Public Relations
- Strategize how to track bicycle ridership (ex.- sign up at nodes, pass by parking checkers)







## Define: What do we need to evaluate?

- Ridership Against 2008 Baseline (Students, Faculty, and Staff)
- Compare Against Other Institutions (Urban 13, UW Institutions)
  - League of American Bicyclists-Bike-Friendly University Evaluation
- Distance Traveled to Campus
- Obstacles to Ridership
- Intention vs. Actual Rides
- Bicycle Accidents On Campus
- Bicycle Theft-Types of Bicycles Stolen, Types of Locks Easily Broken

## Baseline

- Greenhouse Gas Inventory Survey on Modes of Transportation to UWM
- Police Records of Accident/Theft
  - Analyze hot areas
- MCTS Bicycle Rack Stats
- Length of Bicycle Racks on Campus
- Compilation of Bicycle Lanes Connecting to campus
- Feedback from League of American Bicyclists



Education  
Enforcement  
Engineering  
Encouragement

# Evaluation



## Future Strategies

- Include qualitative questions to GHG survey to analyze bicycling obstacles
- Review Campus Police records for timing of theft & accidents
- Track distance traveled by all of UWM population to evaluate goals for ridership
- Track shuttle bicycle rack usage
- Assess all current and future encouragement and educational strategies
- Work with the surrounding community and assess our engagement and cooperation
- Account for long term future need for bicycling
  - Gas price projections
  - Health needs
  - Growth/Reduction of distance from campus



## Conclusion

The recommendations and future strategies described in this document reflect the engagement of the UWM Bicycle Advisory Task Force. They are by no means exhaustive and additional ideas are welcome. It is the intent to share these recommendations with several committees on campus, to further that engagement and endorsement.

The Five “E”s to a strategic bicycle program provide a holistic approach that not only highlights the need for good planning of routes and parking, but it also defines the strategy for good communications throughout our campus.

The opportunity for collaboration is pinnacle at this time. The UWM Master Plan of 2010 set direction on the matters of alternative transportation, including bicycling. The intent is to build upon that, engage all stakeholders, and strategize the resources necessary to make UWM a truly bicycle-friendly place to live, learn, and work.





## Time Line

<b>Quick Wins</b>	Unified Website for all biking information, Functional vs. Departmental
	Bike Path Education- Share safe/focused routes
	Track and reduce bicycle accidents on campus and in surrounding area
	Continued enforcement of all vehicle violations
	Explore UW Madison's program bait bike stickers
	Institutionalize communication with City/Village/County on route and lane
	Determine level of sufficient bicycle parking racks/lockers/etc
	Differentiate programs for students from faculty/staff where applicable to suit differing needs
	Strategize how to track bicycle ridership
	Include qualitative questions to GHG survey to analyze bicycling obstacles
	Review Campus Police records for timing of theft & accidents
	Track distance traveled by all of UWM population to evaluate goals for ridership
	Track shuttle bicycle rack usage
<b>First 1-2 Years</b>	New Student/Staff Orientation & Welcome Events
	Utilize UWM mobile app
	Seasonal Campus Rides (in addition to May's Bike to Campus Day)
	Monthly bike to lunch event to share resources
	Set preferred Bike routes through Campus and to Campus
	Create central nodes of bicycle parking
	Prioritize routes to campus based on usage
	Determine or enhance best bicycle routes on campus
	Incentives for year-round & seasonal (perk or financial incentive)
	Implement the Bicycle Commuter Act for employee commutes (state tax credit)
	Set up ride groups from several communities around campus and throughout the city/region (people support)
	Assess all current and future encouragement and educational strategies
	Work with the surrounding community and assess our engagement and--cooperation
<b>2-5 Years</b>	Add and enhance road bicycle lanes on main thoroughfares
	Create signage & pathways on campus for bicycles to locate parking and--encouragement to slow down
<b>Overall</b>	For all actions, make as "social" as possible
	Stress education over ticketing
	Be a good example to leverage outside resources
	Regular Public Relations
	Account for long term future need for bicycling