

REVIEW—2015 STANFORD BIKE SAFETY PROGRAM



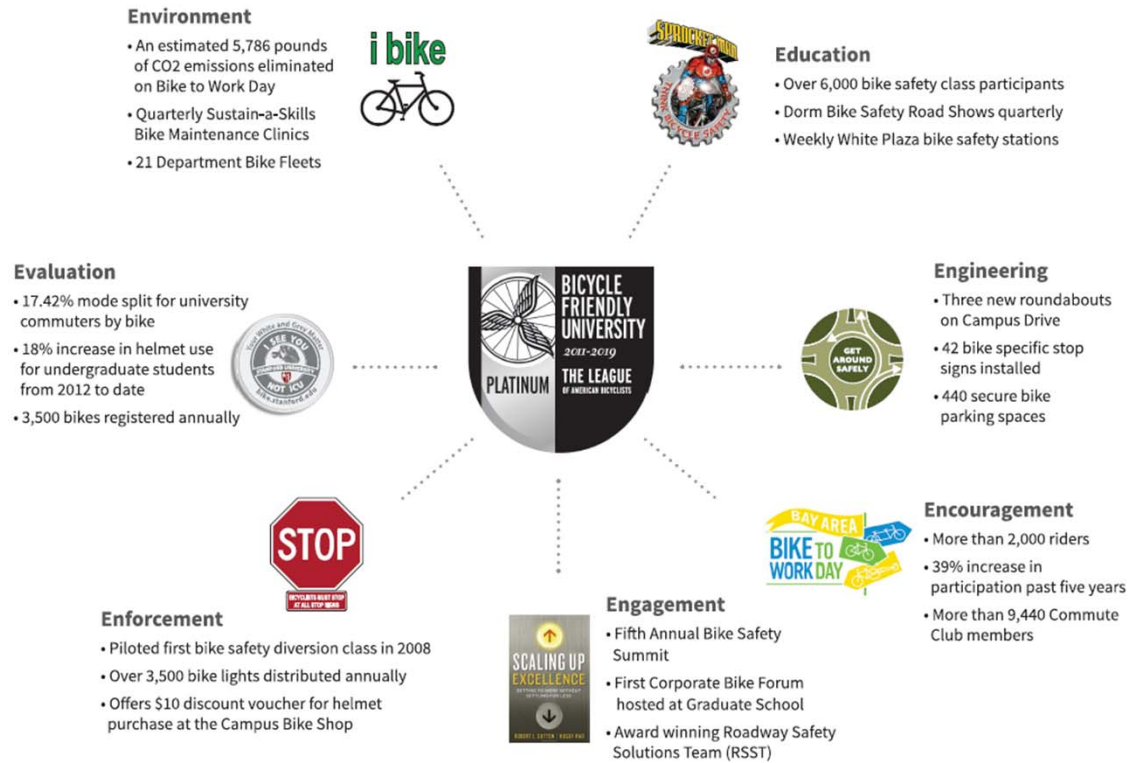
**WE'VE BEEN SPINNING OUR WHEELS
ON THE STANFORD CAMPUS
SINCE 1891**



1891-Encina Wheelmen IN FRONT OF ENCINA HALL

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Bicycle Program Focus: Seven 'E's



Program Highlights—Honored to be Designated



- The first designated Platinum Level Bicycle Friendly University by the League of American Bicyclists (2011-2015)
- First Platinum Level campus to be renewed at Platinum (2015-2019)
- Over 13,000 bicycles on the campus on a daily basis
- Over 19,000+ bike parking spaces on campus
- 12 miles of bike lanes on the campus
- 2015 Commute Survey: 17.42% by bike for university commuters
- Over 9,000 Commute Club members since 2002; over 33% ride bikes

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Educational Efforts

New Student Orientation 2014

- 93% of students register bikes
- 100% complete on-site bike quiz

Free Bike Safety & Bike Safety Diversion Classes

- 6,000+ attendees since 2008
- 70% of students who are cited opt to take the class



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Educational Efforts

White Plaza Bike Safety Stations

- Hosted Fridays by student bike champions
- Offers on-site bike registration
- Bike Safety resources and demos

Student Bicycle Safety Dorm Road Shows

- Includes free bike tune-ups/bike quiz
- Host 5 per quarter
- Offer helmet subsidy for new students



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Engineering Efforts

Successful partnership with Campus Planning

Improved circulation—Increased safety

- Three new roundabouts on Campus Drive, with more in planning
- HeadsUp Safety Campaign for construction alerts and bike detours

Roundabouts at Stanford

Campus locations



Slow, look, yield, and proceed with caution when using a roundabout.

Escondido Road and Campus Drive

- Opened in September 2014
- [Escondido roundabout photo](#)

Bowdoin Street and Campus Drive

- Opened in September 2015
- [Bowdoin roundabout illustration](#)

Santa Teresa Street and Campus Drive

- Opened in September 2015
- [Santa Teresa roundabout illustration](#)

Get around safely



Check out this interactive video (Requires Adobe Flash) by Sheridan College, Mississauga, Canada, which allows you to select the type of user and direction in an animated demonstration of a roundabout.

Information and Videos

- "Roundabouts: A Safer Choice," Federal Highway Administration
- "How to drive a roundabout," Washington State Department of Transportation
- [How to navigate a roundabout](#) Tips for vehicles, cyclists, and pedestrians

About campus roundabouts



Learn about roundabouts at Stanford and the decision and process used to implement them.

Roundabouts on campus

- **Why have roundabouts at Stanford?**
 - Goals of the roundabout
 - The decision and approach
- **Roundabout FAQs**
 - What is a roundabout?
 - What are the benefits of a roundabout?
 - How do I navigate a roundabout?



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Engineering Efforts

Expansion of Bike Infrastructure

- Bike specific stop sign pilot program
- Sharrows added in 3 places on campus
- Four new intersections improve safety



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Engineering Efforts

Expansion of Bike Infrastructure

- Seven free bike safety repair stands
- Addition of 1,000 bike parking spaces since 2011
- Over 400 secure bike spaces (lockers and bike cages)



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Engineering Efforts

Signage and Markings to Improve Safety



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Encouragement Efforts

Introducing Sprocket Man—Our Bike Safety Mascot to promote safety



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Encouragement Efforts

Weekly White Plaza Bike Safety Stations

- Rewards for modeling good behavior
- Bike resources and bike registration

Annual Bike to Work Day Promotion

- 2,000+ riders
- Commuters logged 6,386 miles
- Eliminated an estimated 5,786 pounds of CO₂ emissions



transportation.stanford.edu/btwod

Thank you for riding and walking to work!
Sign In • Pledge • Enter to Win Prizes

WIN A BREEZER DOWNTOWN 3 BIKE!
Take the Stanford Bike Safety Pledge, and you will be entered to win.
Bike donated by the Campus Bike Shop



Walkers:
WIN A \$100 GIFT CERTIFICATE TO THE WALKING COMPANY!
2 certificates to be awarded, just sign in.



- Remember—Safety first!
- Follow the rules of the road
- Wear a helmet for every ride, even short trips



Bicyclists, STOP at all stop signs!



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Encouragement Efforts

New Mobile Bike Repair Service on Campus



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Enforcement Efforts

Successful partnership with Stanford Public Safety

- Bike registration (campus policy)
- Bike citation diversion class
- Abandoned bike sale
- Education to deter bike theft



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Enforcement Efforts

Bike Helmet Subsidy Program



Championed by Kali Lindsay,
Class of 2012, B.A. Candidate,
Psychology

Jump started by Public Safety

Supported with funding from
Parking & Transportation, Risk
Management and Residential
Education

\$20 subsidy provided to
Freshman to purchase helmets
(student contributes \$5)

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Environmental Efforts

Sustainability & Energy Management Partnership



Do-It-Yourself Bike Repair!
Want to learn how to fix your own bike?
Come learn the basics of
bicycle maintenance from the
skilled mechanics of the
Campus Bike Shop

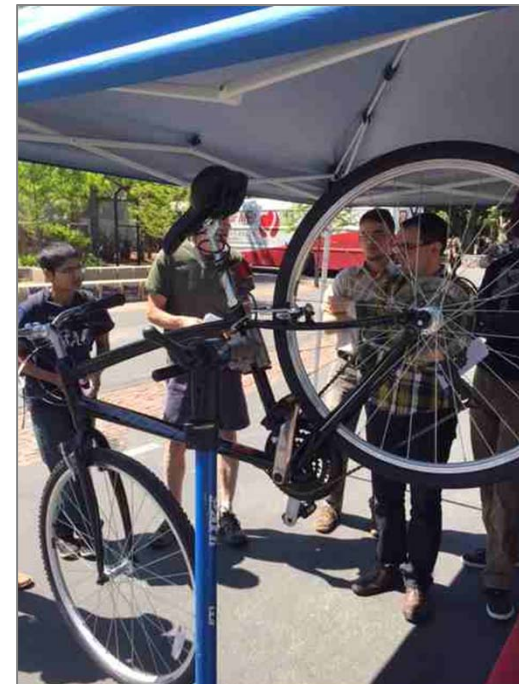
RSVP at
sustainstanford@gmail.com

10 years STUDENTS FOR A SUSTAINABLE STANFORD

STANFORD UNIVERSITY
P&TS 
Parking & Transportation Services

SustainaSkills
from Students for a Sustainable Stanford

**1-2PM FRIDAY
JAN/28
WHITE PLAZA**



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Environmental Efforts

Department Bike Fleets—21 programs to date



HOW TO... START A DEPARTMENTAL BIKE SHARE PROGRAM

A graphic featuring a bar chart with four bars of increasing height in blue, orange, green, and red. Below the chart is a photograph of red bicycles and a green square icon containing a white bicycle silhouette.

SUSTAINABILITY OPPORTUNITY

Environmental Efforts

Valet Bike Parking for Sustainability & Special Events



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Engagement with Campus Departments

Stanford Athletics—Women’s Swim Team Adopts Helmet Use



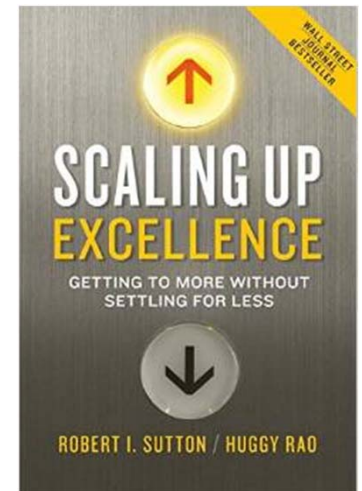
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Engagement with Campus Departments

First Corporate Bike Summit 2015 at Graduate School of Business
In Partnership with Bikes Make Life Better



Photo: Shea Mack



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Engagement with Campus Departments

School of Medicine and Stanford Healthcare and Trauma

ENVISION A SAFE AND HEALTHY FUTURE AT THE
5th Annual Silicon Valley Bike Summit
Silicon Valley's Annual Gathering of Active Transportation Leaders



August 26, 2015
 9:00am Registration and light breakfast
 10:00 am – 4:30 pm Program
 4:30pm – 6:00pm Happy Hour
 Oshman Family Jewish Community Center
 3921 Fabian Way · Palo Alto, CA




HOSTED BY



CO-HOSTED AND PRESENTED BY



COMMUNITY PARTNERS




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Engagement with Campus Departments

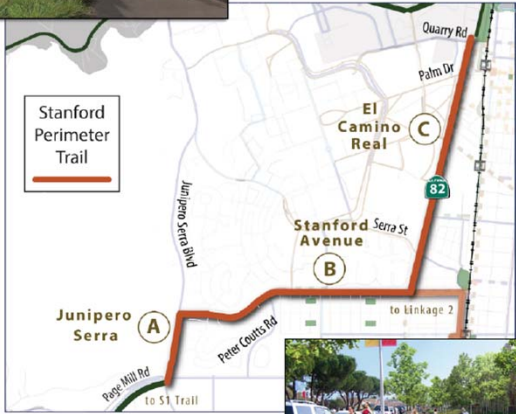
Office of Government & Community Relations

Stanford Perimeter Trail

Part of the Stanford and Palo Alto Trails Program




The Stanford Perimeter Trail (SPT) will be an easily accessible, multi-use recreational amenity. It will be built along Junipero Serra Boulevard, Stanford Avenue, and El Camino Real, completing a 3.4 mile-long segment of the Stanford and Palo Alto Trails Program. The SPT will provide an important connection to Palo Alto and County trails, local parks, schools, and other destinations. It will be a high-quality facility for walkers, joggers, and bicyclists.



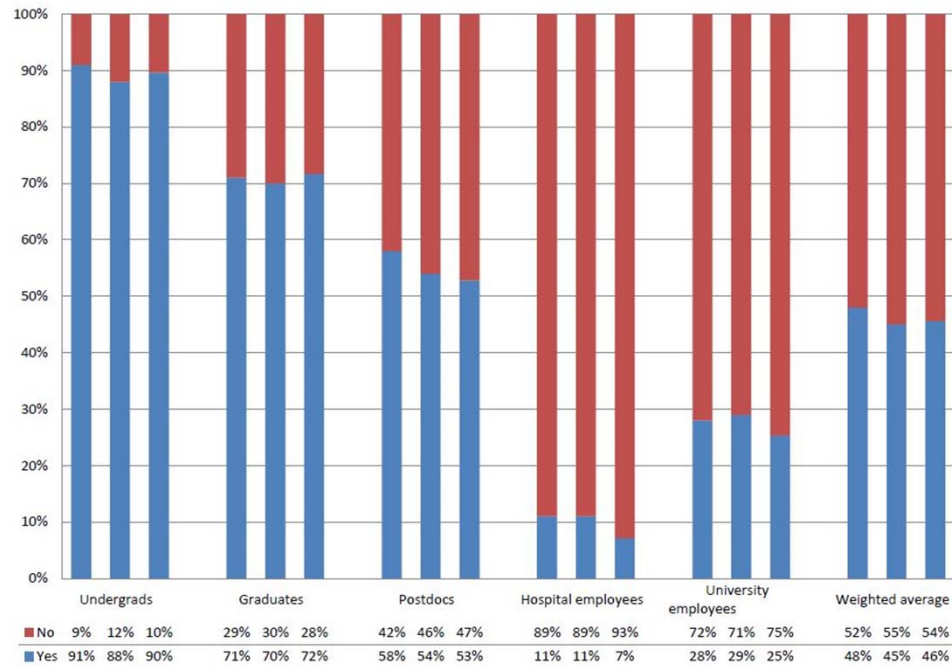
Produced by the Office of Government & Community Relations, Stanford University
For questions please contact: communityrelations@stanford.edu

August 2014



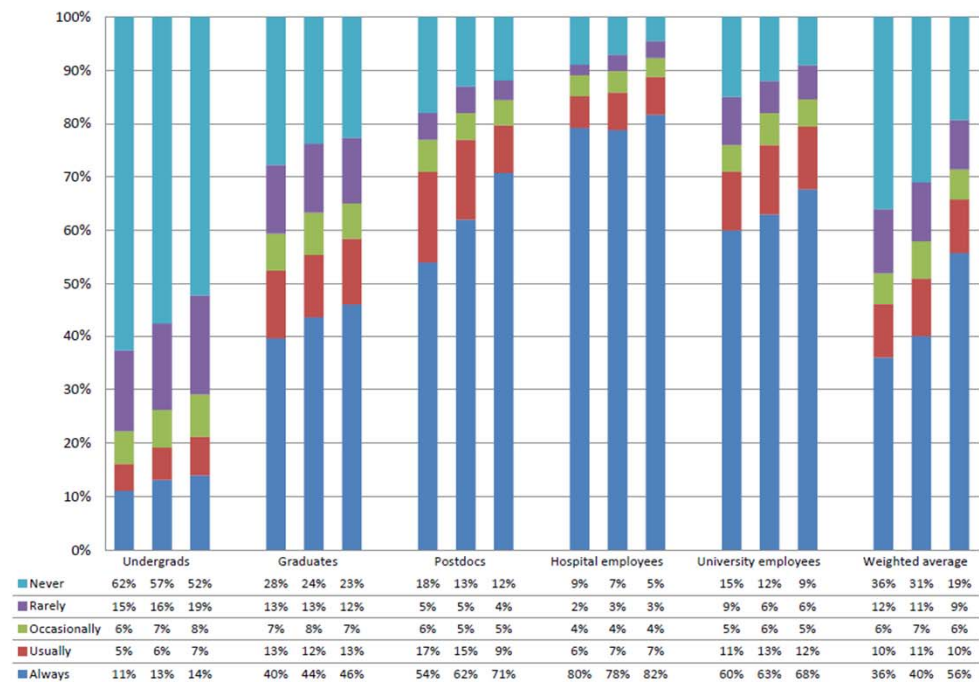
Evaluation Efforts: Bike Ridership

Regularly Bike on Campus
2012 vs 2014 vs 2015



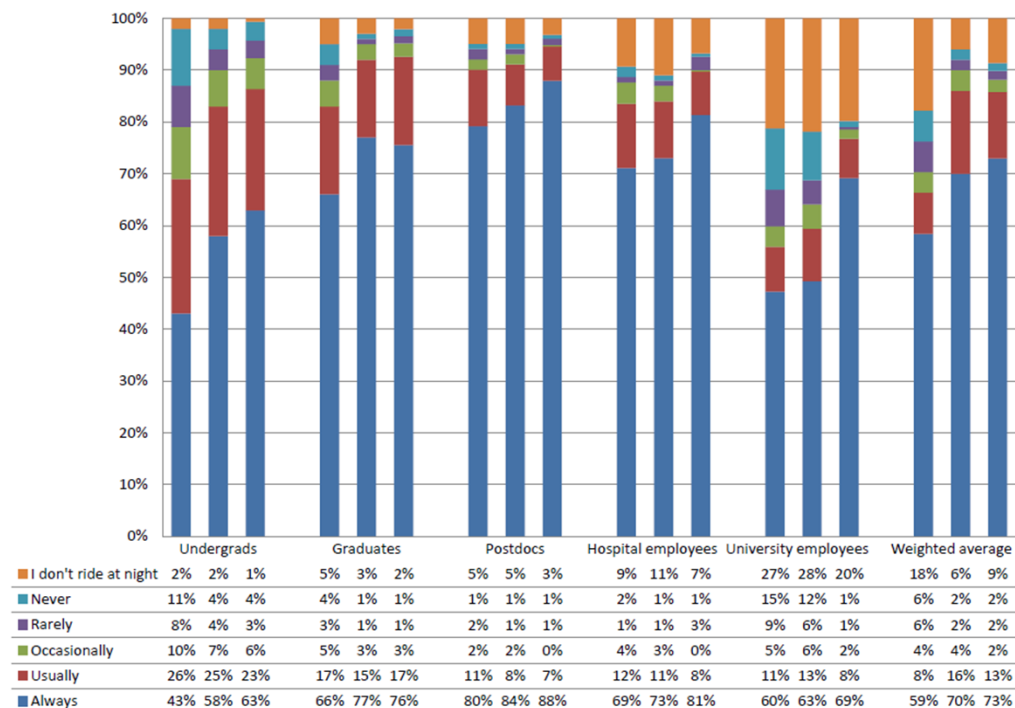
Evaluation Efforts: Helmet Use by Population

How Often Do You Wear a Helmet on Campus?
2012 vs 2014 vs 2015

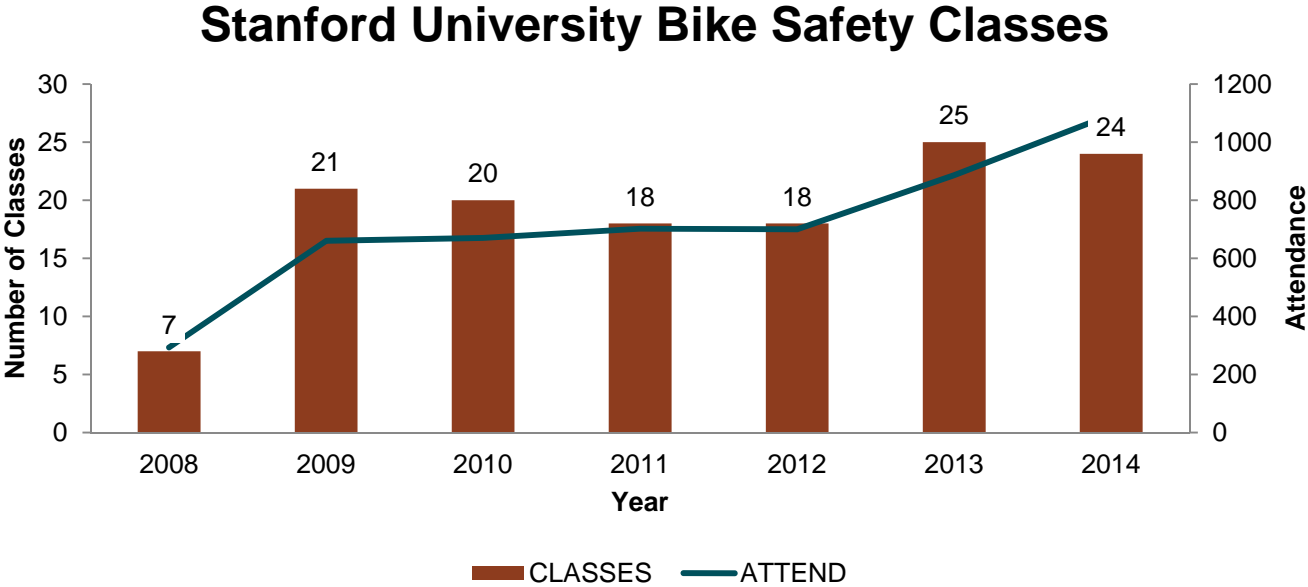


Evaluation Efforts: Bike Light Use by Population

How Often Do You Use Bike Lights?
2012 vs 2014 vs 2015

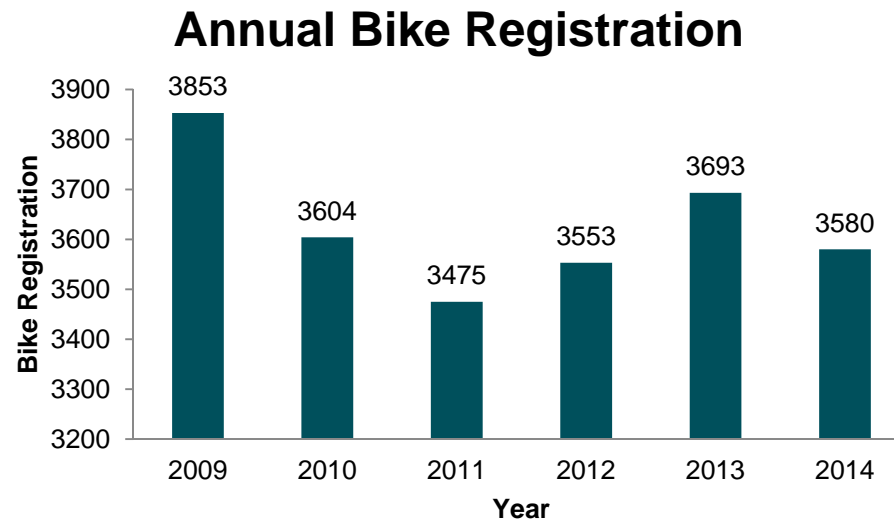


Evaluation Efforts: Bike Safety Classes & Attendance



Class total includes both Diversion Classes and Departmental Classes offered

Evaluation Efforts: Bike Registration by Year and Total



2014 Registration through December

New Campus Bikeways Map—Facilities and Routes

STANFORD UNIVERSITY
Bikeways Map

Stanford and Bikes
 Bicycling is ideally suited to the Stanford area's mild climate, flat terrain and gentle rolling hills. Stanford is designated a Platinum-Level Bicycle Friendly University by the League of American Bicyclists.

Legend

- Bike Repair Stands
- Campus Bike Shop
- Suggested Travel Routes
- Bike Locker Compound
- Bike Room
- Bike Cage
- Pedestrian Zone/Restricted Vehicle Access

More Info:

Resources

- Bike lockers and clothing lockers are available for commuters.
- Free Bicycle Safety Repair Stands are available on campus to inflate tire or make simple repairs with basic tools provided.
- There is plenty of free bicycle parking on campus - an estimated 19,000 bike rack spaces.
- Most Marguerite Buses are equipped with bike racks.

Contact Information

Emergencies
 Call 911
 From a campus phone, dial 9-911

Parking & Transportation Services
 650.723.0962
 Bonair Siding, Stanford, CA, 94305
<http://transportation.stanford.edu>
 email: transportation@stanford.edu

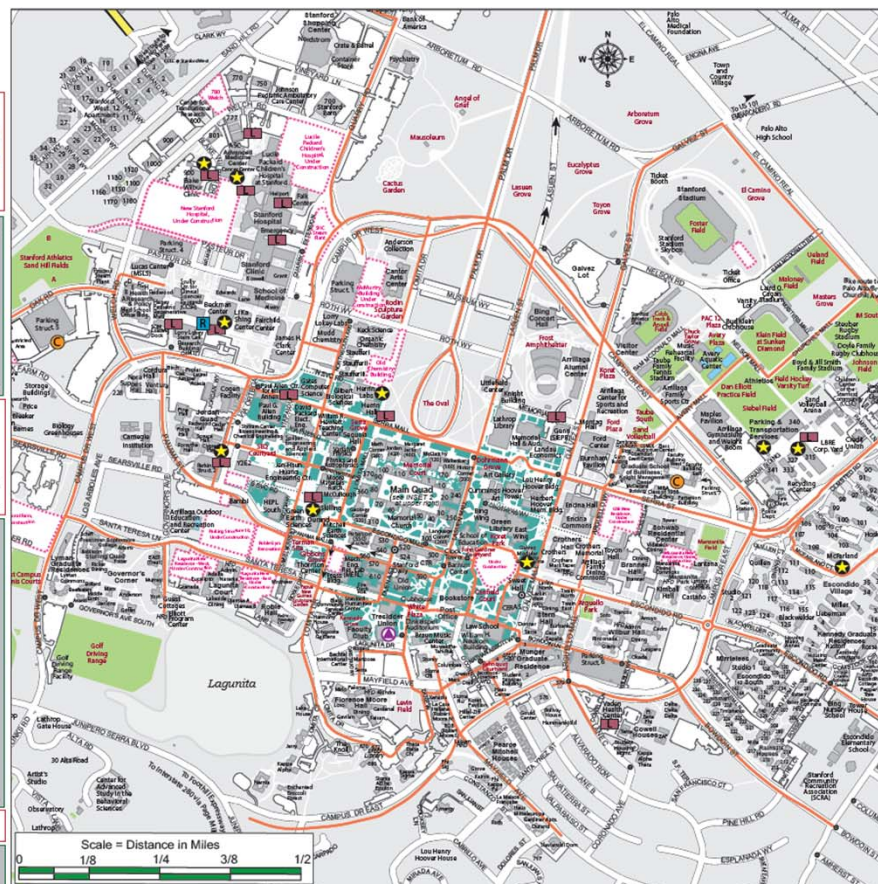
Bicycle Program
 650.725.BIKE (2453)
<http://transportation.stanford.edu/bike>
 email: bike-information@stanford.edu

Campus Bike Shop
 650.723.9300
www.campusbikeshop.com

Stanford Public Safety
 650.723.9633
<http://police.stanford.edu>
 To report a lost or stolen bicycle, contact Public Safety.

Disclaimer: Stanford assumes no responsibility for bicyclists using these routes. This map is intended for informational purposes only.

Map revised July 2015 by Maps & Records and Parking & Transportation Services. Copyright © 2015 by Trustees of Stanford University. Reproduction only with permission of the Office of Maps and Records. All Rights Reserved.



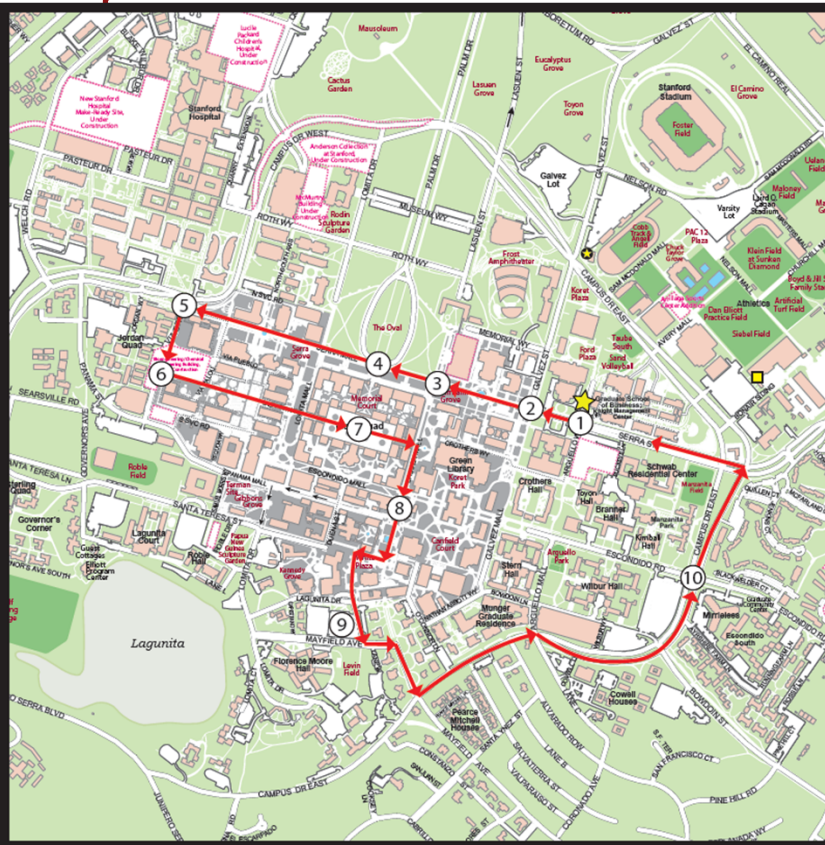
Campus Bike Tour Map--Facilities

Corporate Bike Forum Bike Tour
April 16, 2015

★ Knight Management Center
 Tour Starts and Ends Here

Route **Approx. 3 miles** →

- ① Overview of Bike Infrastructure:
 Bike Rack compound design; PS7 bike cage & locker room
- ② Galvez and Serra Mall Intersection:
 Conversion of 3-way stop to 4-way stop with dedicated bike lanes on Galvez Mall
- ③ Serra Mall and Lasuen Mall:
 Pilot roundabout
- ④ Main Quad at top of Oval:
 Pedestrian Zone, permit required to access, major east to west axis for bikes
- ⑤ Via Ortega at Serra Mall:
 Bike friendly infrastructure to cross Via Ortega, separating bikes and pedestrians
- ⑥ Via Ortega to Y2E2:
 Bike Lockers and Bike Repair Stand, bikes and bus access road
- ⑦ Science & Engineering Quad (SEQ) to Memorial Church
- ⑧ Lausen Mall to White Plaza:
 Clock Tower Roundabout, Panama Mall Roundabout, center-striped shared path
- ⑨ Tressler Lot:
 Contra flow bike lanes and pedestrian path to Mayfield Avenue, bike specific stops signs
- ⑩ Mayfield Avenue to Campus Drive:
 Dedicated bike lanes and the new Escondido and Campus roundabout





Contact Information:

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