

STANFORD UNIVERSITY BICYCLE PROGRAM HIGHLIGHTS

Stanford's award winning Transportation Demand Management (TDM) program is committed to promoting and supporting bicycling as an active and sustainable transportation option. Stanford's efforts to encourage bicycling as a primary mode of transportation has resulted in a positive trend toward increased bicycling and measurable improvements in bike resources and bike safety.

The Stanford Commute Club rewards eligible commuters for not driving alone to work by offering numerous incentives, including Clean Air Cash of up to \$300 per year per member. The Commute Club has more than 9,000 members, and biking is one of the most popular modes Commute Club members choose. In 2015, over 33 percent of Commute Club members and 17 percent of all university commuters selected bicycling as their primary mode.

Over the past four years, P&TS has partnered with multiple departments on campus to invest in new bicycle facilities and increase outreach to encourage bicycling, create a safer, bike friendly environment and improve circulation.

Highlights of Stanford's Platinum bicycle program efforts include the following:

- **Installed three new roundabouts on campus.** The first roundabout at Campus Drive and Escondido Road opened in fall 2014. Two more roundabouts were completed in fall 2015— Campus Drive at Bowdoin and Campus Drive at Santa Teresa—with more planned for 2016. The roundabouts serve as the most efficient means for vehicle circulation and provide a sensible solution for pedestrians and bicyclists at campus intersections. Instead of requiring vehicles to come to a complete stop and determine who has the right of way, vehicles and bicycles are able to flow in a slow but continuous and safe manner to their destinations.
- **Construction of the Stanford Perimeter Trail,** a 3.4 mile multi-use trail, includes improvements for bicyclists. The trail provides an important connection to Palo Alto and County trails, local parks, schools and other destinations. Related improvements along Stanford Avenue include bike lanes on both sides of the road, a section of green bike lanes to increase safety in conflict areas and formalized back-in angled parking that provides improved visibility for both motorists and bicyclists when vehicles enter and exit parking spaces.
- **Removed 100 parking spaces and adding a mile of new bikes lanes.** Out of 118 parking spaces, 100 spaces were removed in 2014 and replaced with new bike lanes on Santa Teresa Street from Campus Drive to Lomita Drive. Santa Teresa Street is a major east/west bikeway for students traveling between student residences and the core campus.
- **Expanded secure bike parking on campus by 50 percent since 2011.** Secure bike parking on campus now totals 440 spaces (331 bike lockers and 109 bike cage spaces).
- **Developed campaign to promote safety for all road users during construction.** Stanford Project Management's HeadsUp campaign was created to inform the campus community about construction activity and to provide strategies for navigating safely, whether by foot or on wheels. The campaign communicates through a website, bulletins and signage the current and anticipated construction projects around campus and suggested detour routes. Messages include sharing the road, being alert at all times, and reminding bicyclists to follow the rules of road, including always stopping at stop signs. The communication is produced by Stanford

University Land, Buildings and Real Estate and includes projects managed by the Department of Project Management, Department of Sustainability and Energy Management, Real Estate and Buildings & Grounds Maintenance.

- **Increased participation in Bike to Work Day.** Since 2010, Stanford has increased participation in Bike to Work Day by 39 percent. More than 2,000 members of the Stanford community commuted by bicycle, and 279 others came to campus and other Stanford locations on foot. The 807 bicycle commuters who reported their mileage logged a total of 6,386 miles and averaged 8 miles per trip. By biking instead of driving, these participants eliminated 5,786 pounds of CO₂ emissions. In 2015, Stanford co-hosted 14 energizer stations in partnership with Stanford Health Care (formerly Stanford Hospital), Stanford Children’s Health (formerly Lucile Packard Children’s Hospital) and the SLAC National Accelerator Laboratory. More than 73 volunteers helped staff energizer stations.
- **Expanded department bike share programs.** Twenty-one Stanford departments have Department Bike Share programs, offering a total of more than 130 bikes for staff use. The Stanford Bike Safety policy is incorporated in the “[How to Start a Department Bike Share Program Guide](#),” which is produced in partnership with Sustainable Stanford. This guide helps departments initiate their own programs to promote riding a bike for short, on-campus trips, wearing a helmet on every ride and following the rules of the road.
- **Encouraged bike safety by featuring Stanford’s bike superhero.** Stanford created its own personal goodwill bike ambassador: Sprocket Man. Our helmeted superhero promotes safe riding and helmet use by making surprise visits to bike safety events in dorms and White Plaza, and by appearing at Bike Night events for Stanford Athletics.
- **Partnered with others to improve biking at Stanford.** In partnership with Stanford Public Safety, our educational outreach is robust. In 2008, Public Safety initiated the free bike safety class that also serves as a Bike Safety & Bike Citation Diversion Class. To date, over 6,000 cyclists have attended the class, which is offered as an alternative to paying a bike citation fine. The class is offered for free to the entire Stanford community to encourage safe riding. In addition, P&TS does extensive outreach targeting new students on campus through New Student Orientation events and communications. The Bicycle Program also shares bike resources and transportation options in advance of students’ arrival through websites and *Approaching Stanford*.

Looking to the future

P&TS is committed to expanding and enriching its programs, as well as outreach to our community of riders. Projects include a Transportation Master Plan, which is expected to be completed in 2016. As the campus grows and expands, it is crucial to address circulation for all modes of transportation—particularly biking. Stanford also is hosting the League of American Bicyclists’ League Cycling Instructor (LCI) training in 2016 to expand the pool of qualified staff to teach best riding practices and skills to our growing community of bicyclists.

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