

UCLA Bicycle Master Plan



Bike to **UCLA**

FINAL PLAN
MARCH 2006

UCLA
*Transportation
Services*

Rev: 8/05
Map is not to scale

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1.0 INTRODUCTION

As a means of introducing the first bicycle plan developed for the University of California at Los Angeles (UCLA), this chapter presents an overview of bicycling on campus and in Los Angeles, as well as providing the bicycle plan purpose, mission statement, and goals, objectives, and performance measures.

1.1 Overview

Southern California has some of the best weather in the country with more than 300 dry days per year¹ and is also well known for the active lifestyles enjoyed by many of its residents. With these climatic and demographic characteristics, it might be expected that bicycling would be a popular mode of transportation throughout the region. While there is a committed base of recreational cyclists, there are relatively few who choose to bicycle as their primary mode of transportation. UCLA, as one of the largest trip generators in the Los Angeles metropolitan area², provides more than 20,000 parking spaces throughout campus and is characterized by relatively low bicycle use. In fact, recent survey data indicate that slightly less than 3 percent of students commute to campus on bicycle and nearly 2 percent of UCLA employees bicycle to campus³. In absolute terms, it is estimated that approximately 800 people bicycle to and around campus on an average day.

There certainly are a number of factors that contribute to the low bicycle mode split, such as long distance commutes, automobile oriented transportation network, and a lack of a cohesive bicycle program. Regardless of how good the bicycle facilities are at UCLA, it is important to note that there are external factors that make it challenging for much of the UCLA community to bicycle to campus. In a recent student survey, both cyclists and non-cyclists listed better routes to campus as the top priority for improving bicycling conditions around UCLA. During this planning effort, it will be important to work with the City of Los Angeles and other local jurisdictions to ensure that bikeway improvements are made to improve bicycle access to UCLA.

1.2 Purpose

The purpose of the UCLA bicycle master plan is to serve as a guide for improving bicycling conditions and encouraging the use of the bicycle as a

¹ Excellent climatic conditions for bicycling prevail approximately 335 days per year in Southern California. Source: City of Los Angeles Bicycle Plan, Adopted by City Council 08/06/96.

² As the 4th largest employer in Los Angeles County (Source: Los Angeles Almanac, 2002), UCLA generates more than 120,000 average daily vehicle trips (Source: 2005 UCLA Trip Cap Report).

³ Student bicycle mode split as reported in the 2004 Spring Student Survey; Employee bicycle mode split as reported in the 2005 South Coast Air Quality Management District survey.

mode of transportation on, to and from the UCLA campus. As such, this document describes existing policies and facilities related to campus bicycling, and it includes a list of projects, policies, and programs intended to improve the UCLA cycling environment in the future. The campus bicycle plan serves as the blueprint for improving bicycling conditions on the UCLA campus. The plan also recommends various strategies and educational programs intended to improve bicycle safety and increase bicycle use.

The plan complies with the requirements and guidelines spelled out in Section 891.2 of the California Streets and Highways Code. By complying with this element of the vehicle code, the bicycle plan meets the requirements of the Bicycle Transportation Account (BTA), a Caltrans funding source for bicycle improvement projects. Appendix A provides a detailed overview of the plan's compliance with the BTA requirements. The UCLA bicycle master plan is not intended to serve as a standards manual for the design and construction of bicycle facilities.

1.3 Bicycle Mission Statement

It is important to have a mission statement to guide the development and implementation of the project. The following mission statement has been developed for the UCLA bicycle plan:

“To improve cycling conditions and promote the bicycle as a transportation mode on, to and from campus, UCLA will set policies and provide infrastructure to support and accommodate bicycling.”

1.4 Goals, Objectives and Performance Measures

The following goals and objectives have been developed to guide the direction and priorities established for the bicycle plan. The development of the goals has been an iterative process that has included considerable public outreach to ensure that the bicycle plan is responsive to the needs of the UCLA bicycling community. In addition to developing goals and objectives, it is critical to develop performance measures designed to evaluate the implementation of the plan. To be effective, performance measures must be created that evaluate the plan's ability to achieve the plan's goals and objectives.

Goal #1: Increase Bicycle Use at UCLA

Develop and implement a Bicycle Program within UCLA Transportation Services to increase the number of people riding their bicycle on, to and from the UCLA campus.

Objectives:

- Establish programs that support and serve the UCLA bicycling community
- Provide infrastructure improvements to facilitate bicycle use
- Improve bicyclist's ability to commute to and from UCLA via multi-modal connections, such as bike-transit trips or bike-vanpool trips

Performance Measures:

- Change in annual bicycle mode split (Source: SCAQMD survey data and periodic student surveys)
- Change in bicyclists entering UCLA campus (Source: Periodic bicycle cordon counts)
- Change in the number of bicycles parked on campus (Source: Annual bike rack surveys)
- Change in the number of bicycle parking spaces on campus (Source: Annual bike rack surveys)
- Change in the number of bicycles on buses arriving on campus (Source: Periodic counts of bikes on buses)

Goal #2: Improve Bicycle Safety

Take appropriate measures to improve safety conditions for bicyclists.

Objectives:

- Develop campus bikeway network that makes bicycling a viable alternative to the automobile and minimizes conflicts between bicyclists and pedestrians and/or other vehicles
- Create bicycle safety materials and distribute widely
- Offer bicycle commuting skills and bicycle safety courses to improve bicycling skills and knowledge of UCLA bicyclists
- Adopt and enforce on-campus rules and regulations to improve overall safety for bicyclists, pedestrians, and motorists

Performance Measures:

- Change in annual collisions between motor vehicles and bicyclists (Source: UCPD collision data)
- Change in annual collisions between bicyclists and pedestrians (Source: UCPD collision data)
- Change in number of bicyclists wearing helmets (Source: Periodic bicycle cordon counts)

Goal #3: Increase Bicycle Awareness

Raise the overall awareness among the campus community regarding the existence, viability and value of bicycling on, to and from UCLA

Objectives:

- Market bicycling as a viable transportation mode to the campus community
- Sponsor special events to disseminate information and increase bicycling's profile on the UCLA campus
- Install signage and stenciling to inform motorists of the existence of bicyclists on the roadway
- Institutionalize a general awareness of bicycling on the UCLA campus such that it is incorporated into all levels of development and construction

Performance Measures:

- Recognition of bicycling as a viable and preferred transportation mode (Source: survey results)
- Joint projects and grant applications with neighboring municipalities and government agencies to improve bicycling conditions (Source: list of projects/grant applications)

Goal #4: Identify and Pursue Funding Opportunities

Identify appropriate funding opportunities to assist with the implementation of the bicycle master plan.

Objectives:

- Secure additional funding to assist in the implementation of the bicycle plan

Performance Measures:

- Change in UCLA transportation revenue spent on bicycle improvement projects (Source: Annual Transportation Services Budgets)
- The number of grants/amount of grant funding secured for bicycle related improvements

Goal #5: Create Sustained Bicycle Program

Develop and establish bicycle program that has the necessary structure and institutional support to sustain itself for the long haul.

Objectives:

- Create programs that provide valuable service to UCLA cycling community
- Evaluate staffing needs of bicycle program to determine whether additional resources are required
- Periodically assess the needs of the campus cycling population and respond accordingly to these needs

Performance Measures:

- The number of years that UCLA has established bicycle program
- Growth of other bicycle amenities on campus such as bicycle repair center, safety classes, and other bicycle activities and events
- Information obtained through campus outreach activities, to include regular surveys, annual outreach meeting with cycling community, and other ongoing community outreach

2.0 EXISTING CONDITIONS

As in any planning effort, it is necessary to understand the existing conditions before developing any recommendations or policy changes. This chapter presents the baseline conditions assessment of bicycle infrastructure, facilities and supporting programs, bicycle use, bicycle theft, and other bicycling related activities on the UCLA campus.

2.1 Regional Framework

Regional development and its associated travel patterns have a considerable impact upon transportation issues at UCLA. Located in a city of 3.7 million people and a county of 9.5 million people, UCLA is located in one of the most populated parts of the country. However, the geographic area is also quite large, which often makes it challenging to travel in the Los Angeles metropolitan area. Los Angeles is perennially rated as having the worst traffic in the United States. In fact, a recent survey by the Texas Transportation Institute found that the average Los Angeles commuter spent 93 hours stuck in traffic in 2003, which was twenty one hours more than the metropolitan area with the second worst traffic in the country (San Francisco – Oakland)⁴.

In this type of urban environment, there is considerable potential for transportation alternatives to the single occupant automobile. Despite popular perception of “sprawling” Los Angeles, at nearly 8,000 people per square mile, the City of Los Angeles is among the densest cities in the country. In dense urban environments, bicycling can serve as a viable transportation alternative if the appropriate policies and infrastructure are in place. According to long range planning models by Los Angeles County Metropolitan Transportation Authority (Metro), approximately 2.4% of commute trips are currently made by bicycle in Los Angeles County. While this bicycle mode share is certainly better than many other locations in the country, there is certainly room for improvement and bicycle planning efforts such as the UCLA bicycle master plan should increase the regional bicycle mode share over time.

This plan is consistent with the goals and objectives of the following local and regional transportation plans that call for the maintenance, improvement and expansion of bicycle transportation in their respective jurisdictions:

- The 2006 Metro Bicycle Transportation Strategic Plan
- The 2002 UCLA Long Range Development Plan
- The 1996 City of Los Angeles Bicycle Plan

⁴ Source: David Schrank and Tim Lomax, The 2005 Urban Mobility Report, Texas Transportation Institute, May 2005.

- The 2004 County of Los Angeles Bicycle Plan
- The 1995 Westside Area Bicycle Master Plan

2.2 Bike Planning History at UCLA

The bicycle master plan is the first bicycle plan developed for the UCLA campus and will serve as the blueprint for bicycle program development and planning for years to come. Historically, bicycle planning at UCLA has been incremental and has not always received the same level of attention as other transportation modes. However, there has been an increasing awareness in recent years that bicycle planning must be prioritized in order to achieve a more balanced transportation mode split to the UCLA campus that includes a higher percentage of students, staff and faculty bicycling to campus.

Although UCLA has not had a bicycle plan in the past, there have been periods of increased bicycle activity on campus. From a programmatic perspective, UCLA has provided a higher level of customer service to the bicycling population in past years. For instance, the University of California Police Department (UCPD) used to provide a bicycle registration service to the community and Transportation Services used to have an annual auction of impounded bicycles. Additionally, UCPD had two officers that were designated as “bicycle beat” officers that would perform regular bicycle sweeps to ensure that cyclists were in compliance with the California Vehicle Code and other campus bicycle rules and regulations. These bicycle activities were eliminated in the early 1990s due to budget cuts. Transportation Services has historically and continues to provide bicycle parking as needed throughout the UCLA campus.

UCLA conducted several cordon count studies of two-wheeled vehicles in the 1980s, which included counts of bicycles, motorcycles and scooters. While this data is out-of-date and not particularly valuable for current planning purposes, the reports are great historical relics and provide a valuable benchmark by which to compare current bicycle use. During the three years (1984, 1986 and 1988) in which these two-wheeled vehicle counts were completed, daily bicycle volumes remained fairly stable, fluctuating between a low of 1,340 bicycles in 1986 and a high of 1,597 bicycles in 1984 entering the UCLA campus⁵. It should be noted that the survey methodology for these bicycle counts was significantly different from the methodology used in the 2005 UCLA bicycle cordon count such that the data can not be accurately compared.

⁵ Source: Crain & Associates, Special Count of Two-Wheeled Vehicles Entering and Exiting the UCLA Main Campus, Prepared for UCLA Business and Transportation Services, March 1987 and April 1998.

2.3 Bicycle Safety and Education Programs

As mentioned in the previous section, UCPD has historically taken a lead role in bicycle safety and education activities. While UCPD does not dedicate as many officers to bicycle enforcement anymore, they are still the responsible agency for bicycle enforcement on the UCLA campus. UCPD officers are well versed in the vehicle code pertaining to bicycle operation and will cite bicyclists that violate the vehicle code. According to UCPD, there are very few reported accidents involving bicycles each year. However, a pedestrian was hit and killed a few years ago by a cyclist failing to yield at a crosswalk on Westwood Plaza. While this is an extreme and rare occurrence, it illustrates the serious need for cyclists to yield to pedestrians and for strict enforcement of the appropriate elements of the California Vehicle Code on campus. Regarding safety education, UCPD produces a brochure on bicycle safety that provides valuable information on bicycle rules and regulations, as well as bicycle safety tips and advice on locking and parking bicycles. There are no courses currently offered at UCLA on bicycle safety.

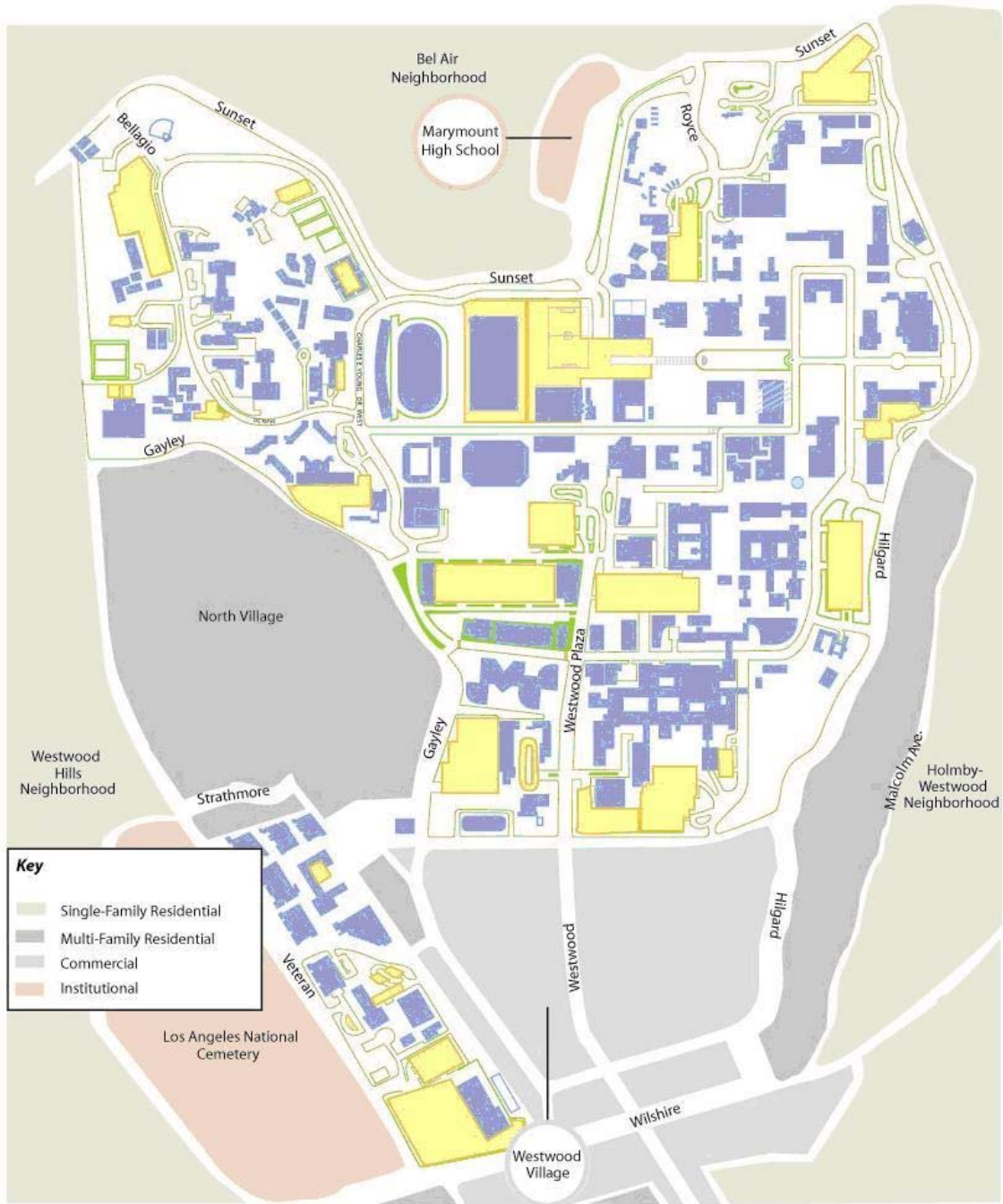
2.4 Local Land Use Patterns

The UCLA campus is located in the community of Westwood in the City of Los Angeles, approximately 12 miles northwest of downtown Los Angeles and 6 miles east of the Pacific Ocean. The 419-acre campus is bounded by Le Conte Avenue to the south, Gayley Avenue and Veteran Avenue to the west, Sunset Boulevard to the north, and Hilgard Avenue to the east. The UCLA campus is a major activity center with a variety of academic and related uses, including 174 buildings dedicated to instruction, research, support functions, recreation, medical uses, and housing.

In order to improve bicycling conditions and promote greater bicycle use, it is important to understand the variety of land uses surrounding the UCLA campus. As illustrated by Figure 2-1, immediate land uses surrounding the campus are as follows:

- *North* – North of the campus is the Bel Air single-family residential neighborhood and Marymount High School.
- *South* – South of Le Conte Avenue is the commercial district of Westwood Village, which consists of retail shops, movie theaters, restaurants, and office buildings.
- *East* – East of Hilgard Avenue are sorority houses, apartment buildings, and the Holmby-Westwood single-family residential neighborhood.

Figure 2-1 Surrounding Land Uses



- *West* – West of Gayley Avenue is the North Village multi-family residential neighborhood, which primarily consists of fraternity houses and apartment buildings where many UCLA students live. The newly opened graduate student housing at Weyburn Terrace houses over 1,360 single graduate students. West of Veteran Avenue is the Westwood Hills single-family residential neighborhood and the Los Angeles National Cemetery.

These surrounding land uses provide opportunities for improving bicycle accessibility to and from the campus. While the area to the north of the UCLA campus presents limited opportunities for improving bicycle accessibility due to the existing road network, steep topography, and the primarily single-family residential land uses, the area to the east of campus has greater potential for bicycle improvements and increased activity due to better proximity to student housing. The areas to the south and west of campus have the greatest potential to become more heavily utilized bicycle corridors as they already experience the highest bicycling activity and provide important roadway connections to densely populated parts of West Los Angeles, Santa Monica, and other parts of Los Angeles.

2.5 Public Transportation

UCLA is well served by public transportation as six different transit operators serve the campus, including Santa Monica Big Blue Bus (BBB), Culver CityBus (CCB), Los Angeles County Metropolitan Transportation Authority (Metro), the Los Angeles Department of Transportation (LADOT) Commuter Express, the Antelope Valley Transit Authority (AVTA), and Santa Clarita Transit (SCT). Together, these operators run a total of 18 bus routes to UCLA and Westwood. These bus lines provide direct connections from UCLA to Santa Monica, Santa Clarita, downtown Los Angeles, and many other points throughout Los Angeles County. Table 2-1 presents a summary of the bus service to UCLA.

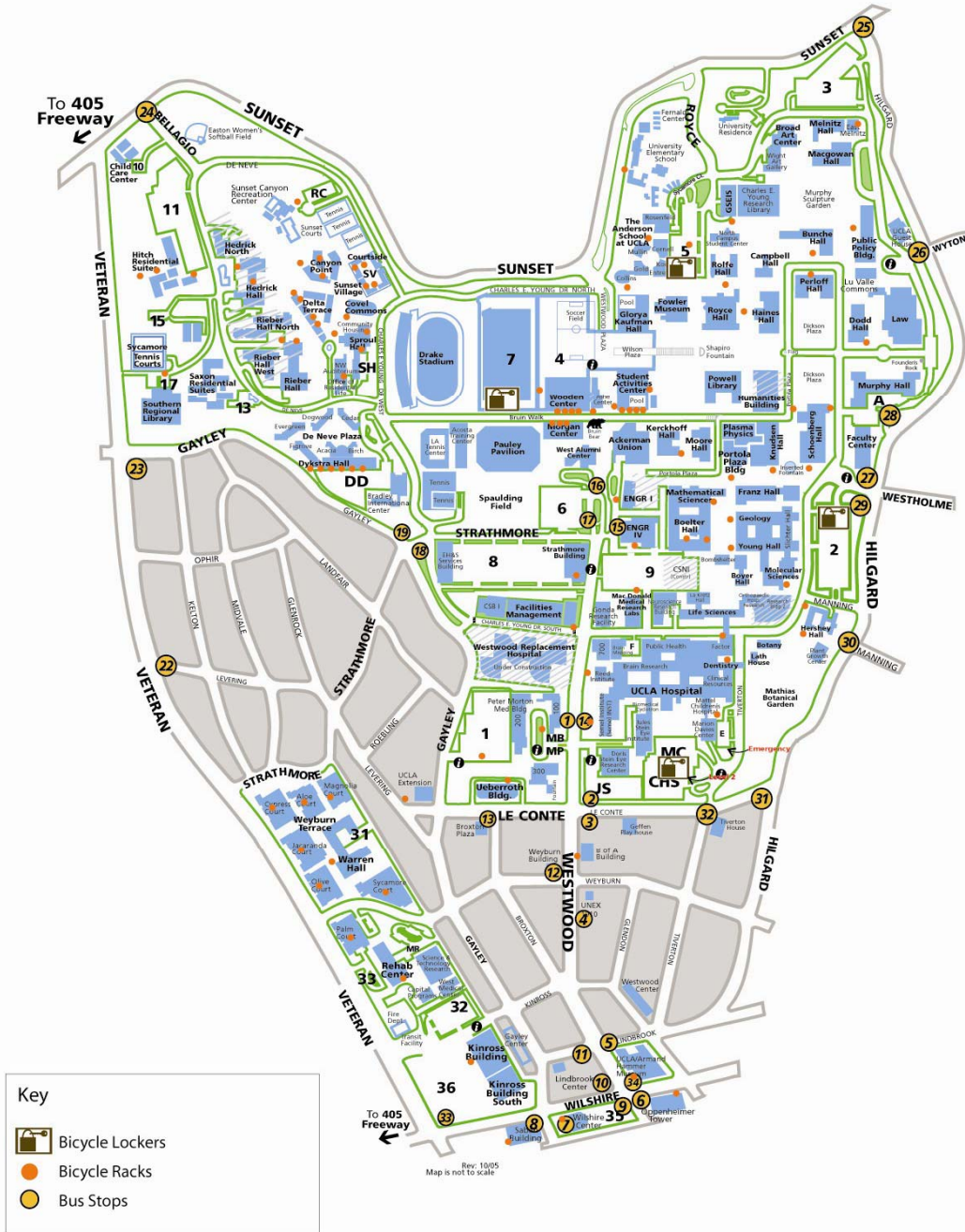
BBB, CCB, Metro, and LADOT buses serving UCLA and Westwood have bicycle racks that can fit two bicycles per bus. The other transit operators do not have bicycle racks on the buses that serve the Westwood area. Figure 2-2 provides a map of the bus stops adjacent to and on the UCLA campus, most of which are proximate to campus bicycle parking.

Table 2-1 Bus Lines Serving UCLA and Westwood

Line	Connecting	Peak Period Frequency
Metro Rapid 720	Downtown LA & Santa Monica via Wilshire Bl.	3 to 6 minutes
Metro Rapid 761	San Fernando Valley & Westwood via Sepúlveda/405, Sunset, Hilgard, Le Conte & Westwood	7 to 15 minutes
Metro 2	Downtown LA & Pacific Palisades via Sunset, Hilgard, Le Conte & Gayley	4 to 7 minutes
Metro 20	Downtown LA & Santa Monica via Wilshire Bl.	5 minutes
Metro 21	Downtown LA & Westwood/UCLA via Wilshire & Westwood Bl.	12 to 20 minutes
Metro 302	Downtown LA & Pacific Palisades via Sunset, Hilgard, Le Conte & Gayley	8 to 12 minutes
Metro 305	Willowbrook, Watts, Baldwin Hills, Mid Cities, West Hollywood, Beverly Hills & Westwood	30 minutes
Santa Monica 1	Venice, Santa Monica via Santa Monica Bl.	10 minutes
Santa Monica 2	Venice, Santa Monica via Wilshire Bl.	15 minutes
Santa Monica 3	Aviation Green Line Station, LAX, Santa Monica via Lincoln Bl.	15 minutes
Santa Monica 8	Santa Monica, UCLA via Ocean Park Bl.	15 minutes
Santa Monica 12	Palms, Robertson Bl, UCLA	10 to 15 minutes
Culver City 6	Aviation Green Line Station, LAX, Culver City via Sepulveda Bl.	12 to 15 minutes
Antelope Valley 786	Lancaster/Palmdale to Century City/West Los Angeles	2 morning inbound, 2 afternoon outbound
Santa Clarita 797	Santa Clarita to Century City	4 morning inbound, 5 afternoon outbound
LADOT 431	Sepulveda/Montana to Los Angeles/Temple	4 morning inbound, 4 afternoon outbound
LADOT 534	Union Station to Wilshire/Veteran	4 morning outbound, 4 afternoon inbound
LADOT 573	Encino to Century City	15 to 45 minutes AM outbound 15 to 35 minutes PM inbound (13 daily runs in direction)

Source: Timetables provided by each individual transit provider

Figure 2-2 Public Transit Bus Stops



2.6 Bicycle Facilities

This section presents the existing bicycle related facilities on the UCLA campus, including bikeways, showers and bicycle parking facilities.

Intra-campus bikeways

There are no designated bikeways on campus. Bicyclists can ride on the campus roadways and on interior pathways, but are strongly advised to dismount in the central core area around Ackerman Union and along Bruin Walk during peak periods in order to avoid pedestrian conflicts. Speed limits on UCLA campus roadways are posted at 25 mph and are strictly enforced, which creates for relatively safe cycling conditions. Although there are many traffic signals and stop signs throughout campus, UCLA has not prioritized traffic calming installations designed to slow traffic. Hilly topography exists throughout campus, which can make it challenging to bicycle on the UCLA campus. Additionally, narrow roadways, constant campus construction, and heavy vehicular traffic during peak periods present challenges to creating bicycle lanes on campus.

Shower and Changing Facilities

There are a limited number of buildings on the UCLA campus that offer shower and changing facilities that are accessible to the general population. All UCLA students and UCLA staff and faculty who purchase recreation center memberships are able to utilize the recreation center facilities, which include the Wooden Center, Student Activity Center, North Pool, Sunset Canyon Recreation Center, and Fit Center South. It should be noted that many of these facilities are located in close proximity to one another, which unfortunately means that some parts of campus do not have nearby shower facilities. Figure 2-3 presents a map of the shower and changing facilities on the UCLA campus.

Bicycle Parking

A complete inventory of bicycle racks was first completed in Spring 2004, which revealed that there were 384 bicycle racks on campus capable of parking approximately 1,573 bicycles. Figure 2-4 presents a map of the all the end-of-trip bicycle parking facilities at UCLA, including bicycle racks and lockers. Many different types of bicycle racks are found throughout the UCLA campus, some of which have become obsolete or are in various states of disrepair. In April 2005, another bicycle rack

Figure 2-3 Shower & Changing Facilities

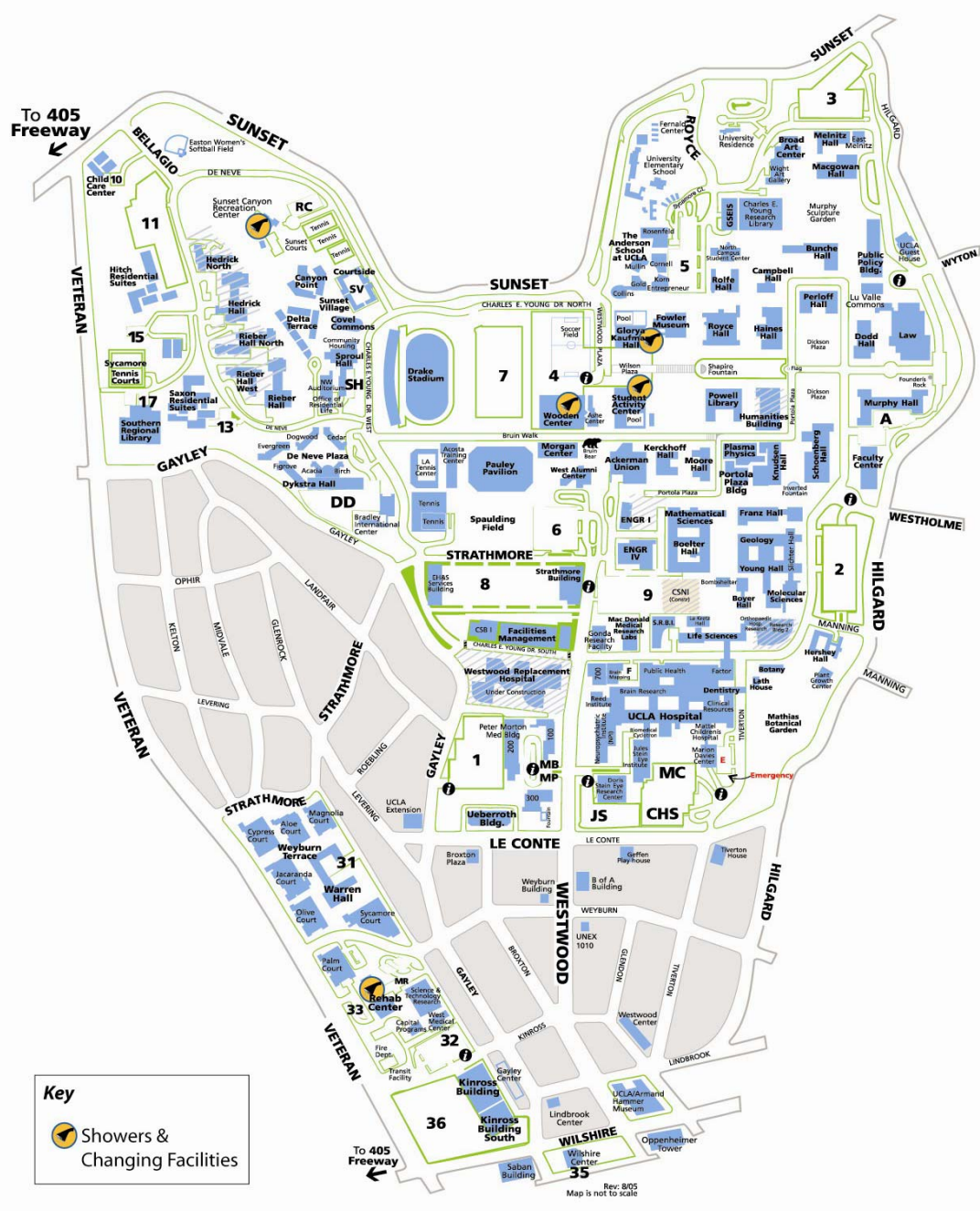
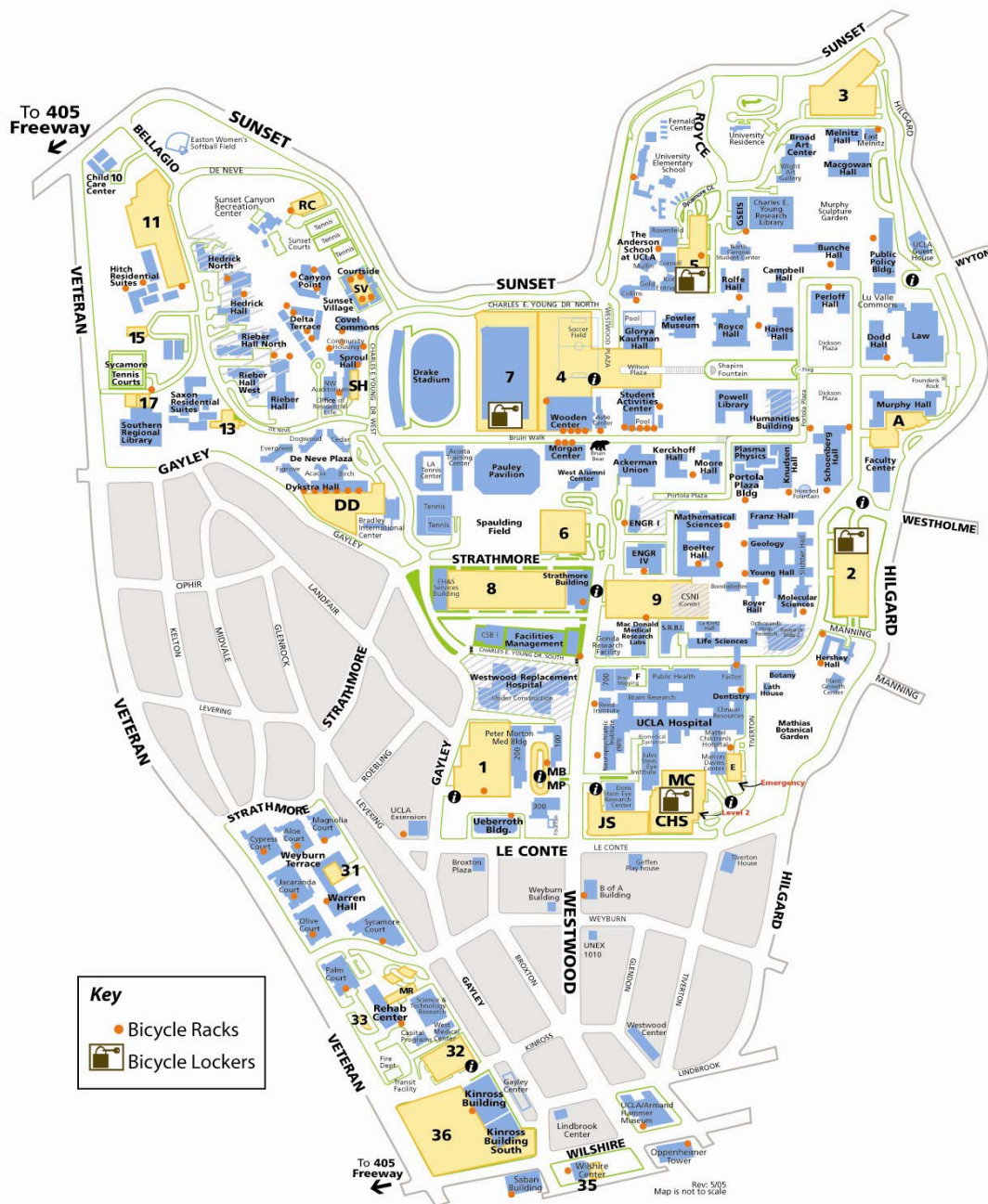


Figure 2-4 End-of-Trip Bicycle Parking Facilities



inventory was conducted to update the data from 2004. The data from this inventory reveal that there are now 457 bicycle racks capable of parking approximately 1,650 bicycles on the UCLA campus. Bicycle lockers have recently been installed at four different locations on the UCLA campus to provide a more secure bicycle parking option for up to 20 bicycles at a time.

Off-campus Bikeways

The UCLA campus perimeter is bounded by the jurisdiction of the City of Los Angeles, which is responsible for completing bicycle planning activities in these areas. The City’s current bicycle plan was completed in 1996 as part of the Transportation Element of the General Plan, and Los Angeles Department of Transportation (LADOT) is in the process of updating this bicycle plan. As presented in the City’s Bicycle Plan and Bikeway Guide, Table 2-2 presents the city streets in close proximity to UCLA with bikeway designations. Figure 2-5 presents a map of the off-campus bikeways in close proximity to the UCLA campus. Appendix B provides bikeway definitions for Class I, II and III facilities.

As can be seen from Table 2-2, there are a number of streets in close proximity to UCLA that have been designated as bikeways. Despite this network of bikeways, it can be challenging to find safe bicycle routes to the UCLA campus. In fact, in a recent student survey, both cyclists and non-cyclists listed better routes to campus as their most important priority for improving bicycling conditions around UCLA.

Table 2-2 Designated Bikeways near UCLA

Street	Cross Streets	Bikeway Classification
Gayley Ave	Weyburn and Strathmore	Class II
Le Conte	Gayley and Hilgard	Class II
Ohio	Federal and Sepulveda	Class II
Sepulveda	Venice and Mulholland	Class II
Westwood Blvd	Santa Monica and Wellworth	Class II
Westholme	Santa Monica and Hilgard	Class III
Weyburn Ave	Gayley and Veteran	Class II
Westwood Park	Sepulveda and Veteran	Class I
Tiverton	Le Conte and Lindbrook	Class I/III

This issue creates obvious challenges that cut to the core of UCLA's bicycle planning efforts. Regardless of how well planned the UCLA campus is for bicycles, it will be difficult to convince more people to bicycle to campus if they perceive their routes to campus as unsafe. Consequently, it is imperative that local jurisdictions be included in bicycle planning efforts to ensure that bicycle routes are improved to the UCLA campus.

2.7 Bicycle Use

Unlike motor vehicles, there is no required license and registration process for bicycles. As a result, bicycle ownership and use is slightly more difficult to track than it is for motorized vehicles. Nonetheless, there are various survey methods that can be used to measure bicycle use, such as bicycle rack surveys, bicycle cordon counts and written survey questions. All of these techniques have been utilized at UCLA and the results are presented below.

Bicycle Rack Surveys

Concurrent to the bicycle rack inventory completed in April, 2004 and April, 2005, bicycle rack utilization was also noted at each of the bicycle racks on the UCLA campus. Table 2-3 provides a summary of the bicycle rack utilization data by campus quadrants. As is evident from the table, the number of bicycles parked at campus racks was considerably higher (32%) in April 2005 as compared to April 2004. This may be partly due to the fact that more racks were installed during this period, although there are likely other factors influencing this trend, such as the higher cost of gas and the higher percentage of students living in close proximity to campus.

Table 2-3 Summary of Bicycle Rack Usage, 2004 & 2005

Campus Area	2004				2005			
	Number of Racks	Bicycle Capacity	Parked Bikes	Utilization (Parked Bikes / Capacity)	Number of Racks	Bicycle Capacity	Parked Bikes	Utilization (Parked Bikes / Capacity)
Northwest	48	429	109	25%	59	373	162	43%
South	161	386	96	25%	136	343	114	33%
Central	13	115	67	58%	55	178	102	57%
North	128	445	95	21%	164	497	101	20%
Health Sciences & Southwest	34	198	80	40%	43	259	110	42%
Totals	384	1,573	447	28%	457	1,650	589	36%

Source: 2004 and 2005 Bicycle Rack Inventory Report

Due to the higher number of bicycles parked on campus in April 2005, rack utilization has gone up from 28% to 36% withstanding a considerable increase in the number of bicycle racks installed during this period. Other interesting trends include a 52% increase in bicycles parked in the central campus area, a 49% increase in bicycles parked in Northwest campus, and a 38% increase in the bicycles parked in the Health Sciences and Southwest campus area between 2004 and 2005. The number of bicycles parked in the South and North areas of campus remained virtually identical between April 2004 and April 2005. Figure 2-6 displays the 2005 bicycle rack usage data by campus quadrant. As is evident from the map, the north and south campus quadrants are characterized by the lowest bicycle rack utilization (39% or less occupied at the time of the survey), the northwest, health sciences and southwest quadrants are characterized by medium usage (40-49% occupied at the time of the survey), and the central quadrant experienced the highest bicycle rack usage (50% or more of the rack spaces were occupied at the time of the survey).

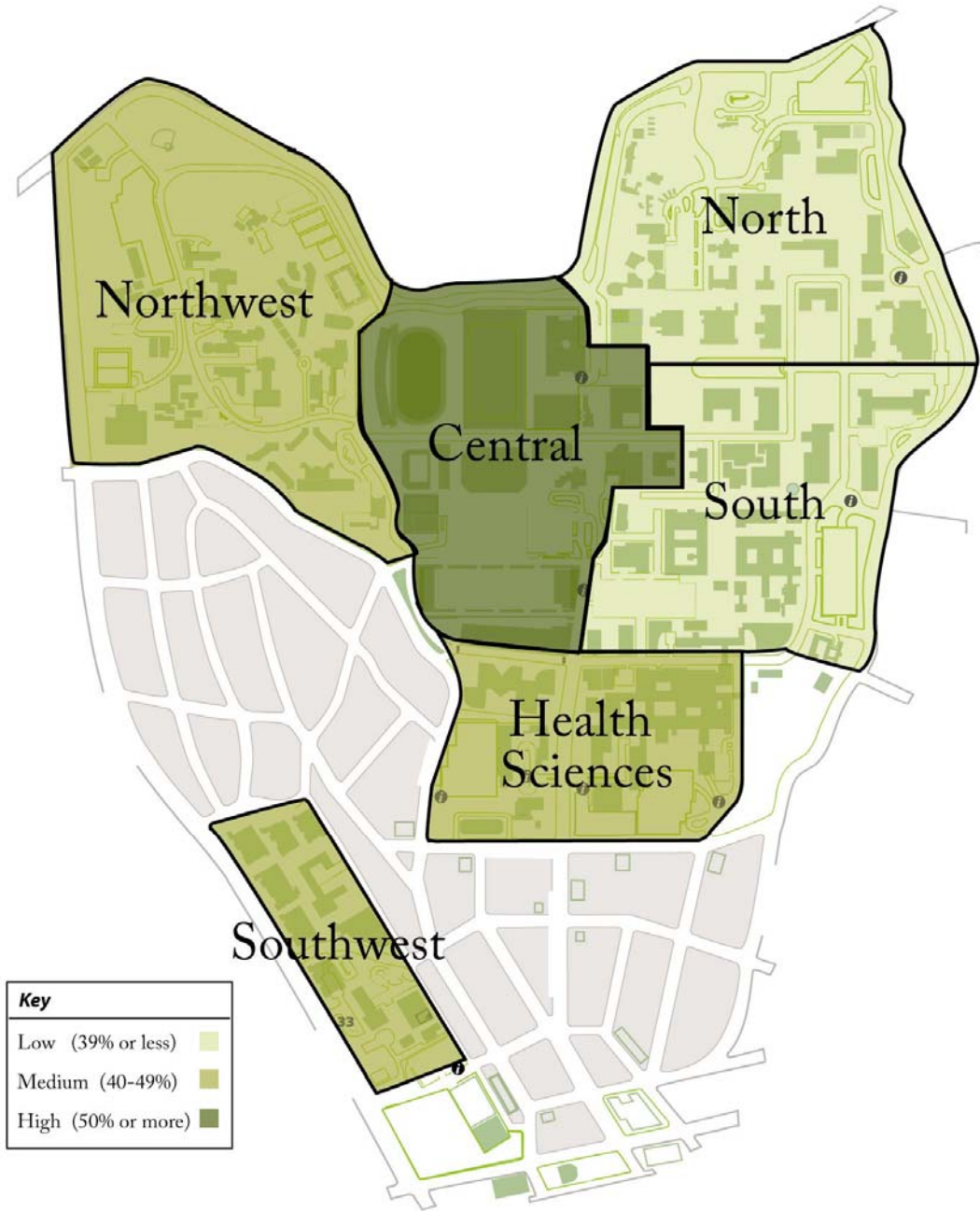
While the bicycle rack utilization data is valuable, it is not necessarily the best indicator of bicycle use at UCLA for two reasons. First of all, many bicyclists, particularly staff and faculty, are able to bring their bicycle into their buildings and are therefore not counted using this survey methodology. The other limitation with this dataset is that it is only a snapshot of bicycle rack utilization at a single point in time. In both 2004 and 2005, the survey was completed mid-week during the middle of the day when the most bicycles were thought to be on the campus. However, there may be certain spatial or temporal fluctuations in campus bicycle rack utilization or bicycle use in general that is not reflected by this dataset. For instance, if a cyclist moved his/her bicycle from one rack to another during the data collection effort, the bicycle may not have been counted or could even have been double counted.

2004 Student Survey Results

During Spring Quarter 2004, Transportation Services conducted a large, random survey of the student population, which included a significant number of questions regarding bicycling issues⁶. A letter of introduction and online survey were sent to a 30% random sample of the entire UCLA student body, less those students studying abroad or with address restrictions. Appendix C provides a copy of the Spring 2004 Student Survey. The final response rate was 34% or 2,677 respondents. A large consideration for any type of bicycle survey is the weather, as rainy or cold weather often reduces the number of campus cyclists. During the survey week in April it was dry and temperate.

⁶ Source: UCLA Transportation Planning & Analysis, Spring Student Survey 2004.

Figure 2-6 2005 Bicycle Rack Usage



The overall number of cyclists may peak during UCLA's Spring Quarter, due to the clement weather and longer daylight hours. The sample closely matched campus demographics, with the exception of a small overrepresentation of women. Since men bicycle to campus more frequently than women, this may result in a slight undercount of bicycle commuters.

For statistical analysis, on and off-campus students were segmented. For off-campus students, commuting was assessed through two separate questions. Bicycle use was recorded Monday through Friday, based on responses to a 'daily mode choice' grid. Second, respondents were asked if they ever bicycled to the UCLA campus on a weekly basis, or during the month. Asking about usage in multiple ways makes the responses more inclusive of bicyclists who just did not happen to bicycle during the survey week, but would otherwise be included. On the other hand, occasional bicycle commuters who rode just during the sample week (or said they did) could be over sampled.

There is a weighting factor for this study of 12.8. Each respondent in the survey represents this number of additional students. As such, the reported number of cyclists is a best estimate but not a precise count. By way of example, if the best survey estimate of the cyclist population is 3% (n=810), a +/-2% confidence interval would put the actual number of commuters between a low of 400 students and a high of 1200 students. These large confidence intervals make it difficult to generalize about the size of the UCLA bicycle commuting population based solely on this survey data. For actual campus bicycle counts, refer to the next section on the bicycle cordon count that was conducting in April 2005.

Table 2-4 reports on the number of regular, off-campus bicycle commuters. Based on responses to the mode split grid, 2.95% of the student off-campus population rode a bicycle to campus. This is the most stringent definition of bicycle commuting, and it should be noted that most bicycle commuters do not travel by bike each day of the week. A less stringent bicycle commuter definition reveals that 3.9% of the off-campus student population rode at least once during the survey week. Nearly 6.4% of the student population indicates that they have commuted at least once over the past month.

Table 2-4 UCLA Student Bicycling Activity

Survey Question	Weighted N	% of Off-Campus (n=27,210)
Daily Average Bicyclists	802	2.95%
Other Counts:		
Rode Bike at least Once During Sample Week	1,075*	3.9%
"Ride a bike weekly" (self report)	1,267	4.6%
"Ride a bike at least once a month" (self report)	1,753	6.4%

**Most off-campus students do not travel each day of the week so it is important to apply an average Daily Commute Factor to the results. Applying a DCF of .84 to the 1,075 individual riders, there is a daily estimate of 903 weekday commuters. This is still an over-estimate of the daily bicycle population, since many cyclists live close-in and do not ride daily.*

Table 2-5 compares characteristics of people who bike at least weekly to UCLA with those who bike at least once a month. Regular bikers are more likely to be male, a graduate student, and have access to a car. Students who bicycle less frequently, but at least once a month, are more likely to be undergraduates, female, and are less likely to have access to a car.

Table 2-5 Profile of UCLA Student Bicycle Commuters

PROFILE	Bike at Least Weekly (n=99)	Bike At Least Monthly (n=38)
Male	72%	50%
Graduate student	58%	50%
Have access to a car	74%	60%

As was mentioned above, many bicyclists do not ride to campus five days a week. Like many students, they commute to campus less than five days a week, and on days they do travel, they alternate between biking, transit, and other modes. Figure 2-7 shows that the majority of bike riders travel 3 days or less by bicycle and it is fairly common for a bike rider to cycle in only 1 or 2 days per week. Figure 2-8 shows the travel modes bicyclists are likely to use on the days that they do not ride to campus. All other commute modes selected by regular bicyclists were evaluated based upon the respondent's answers to the weekly travel grid. This excludes days that bicyclists did not travel. As shown in Figure 2-8, 30% of bicyclists only commute to campus via bicycle.

Figure 2-7 UCLA Student Bicycling Frequency

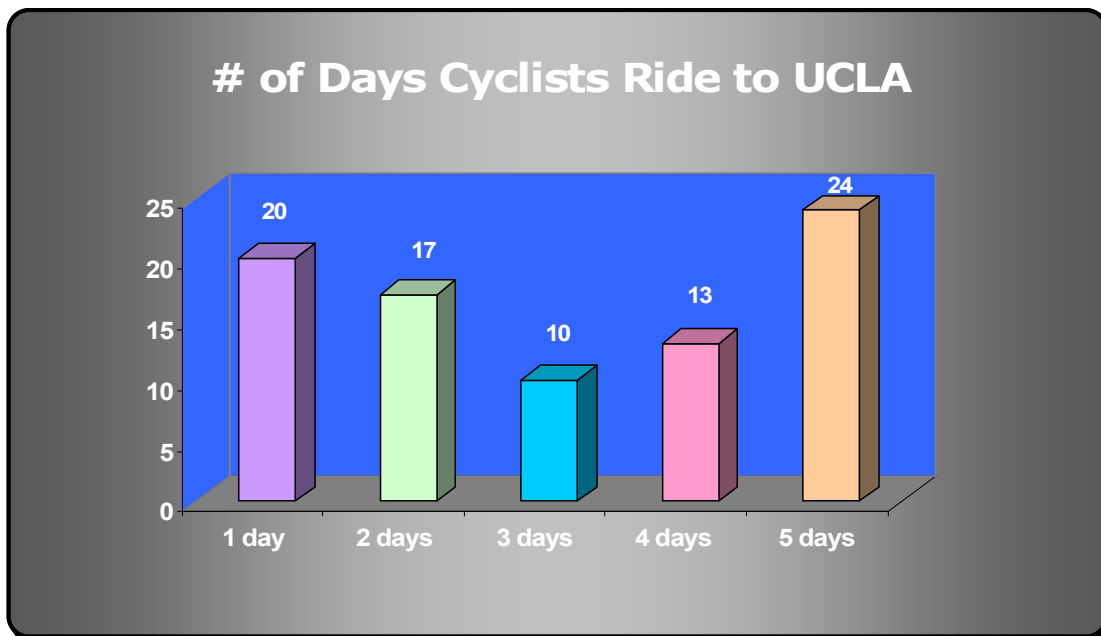
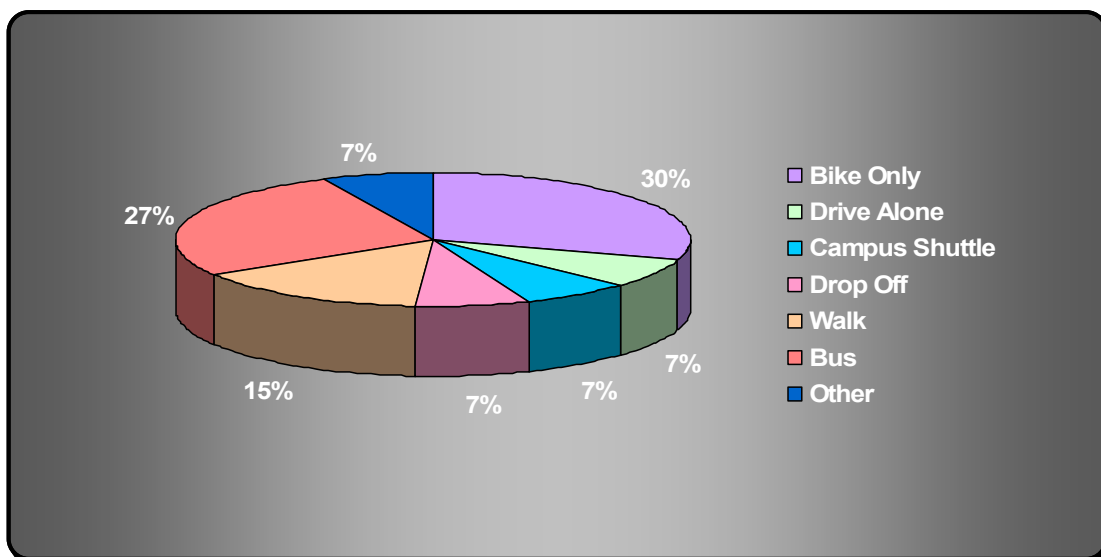


Figure 2-8 Other Commute Modes Used by Student Cyclists



On non-biking days, bicyclists are very likely to ride the bus, followed by walking. As would be expected, the drive alone rate for bicyclists is quite low (7%) on days they do not ride their bicycles. The choice of travel modes depends, of course, on the distance traveled and the availability,

cost and convenience of other travel alternatives. Residential zip code can be used as a proxy for this information. Figure 2-9 and Table 2-6 summarizes in descending order the residential zip codes of regular bicycle commuters (n=84).

Figure 2-9 Zip Codes of UCLA Student Bicyclists



Table 2-6 Zip Codes of UCLA Student Bicyclists

Zip Code	Place of Residence	N (sample)
90024	Westwood	32
90025	West L.A.	23
90034	Palms	12
90066	Venice/Sawtelle	5
90049	Brentwood	4
90046	West Hollywood	2
90064	Rancho Park	2
90077	Barrington	2
90004	Oakwood/Mid City	2

Bicycle Cordon Count

A one-day bicycle cordon count was completed on Wednesday April 13th, 2005 to better understand the number of bicyclists riding to campus during the morning commute period. Counts were completed between 7:00 am and 11:00 am at key locations around the UCLA perimeter. A total of 466 bicyclists were counted during this time period. This figure is considerably lower than the data presented in the previous section, which is to be expected since all cyclists do not ride their bicycles to campus all the time. It is interesting to note that bicyclists entering campus peaked in the fifteen minutes before each hour as students and professors are entering campus for their morning classes. The fifteen minute period prior to 10:00 am was the busiest period with 54 cyclists entering the UCLA campus, followed by the time period right before 9:00 am when 44 cyclists entered the campus.

Various characteristics of the bicyclists were also recorded during the cordon count, such as cyclist age and gender, helmet usage, and whether the cyclist was riding on the street or sidewalk. Surveyors estimated that approximately 89% of cyclists were between the age of 18 and 30 and the remaining 11% of cyclists were over the age of 30. Slightly more than 76% of cyclists entering the UCLA campus were male and the remaining 24% were female. Only 41% of cyclists entering the UCLA campus during the cordon count were wearing helmets and slightly less than 72% of cyclists were riding on the street as they entered campus. It is worth noting that cyclists riding on the street were more than two times more likely to be wearing a helmet (50% wore helmets) than cyclists riding on the sidewalk (19% wore helmets). The cordon count data indicate that men and women are equally likely to wear a helmet (42% of men wore helmets and 37% of women wore helmets).

While this count provides a valuable measure of bicyclists riding to UCLA during the morning commute period, it should not be interpreted as a comprehensive count of all UCLA bicyclists. The cordon count methodology would have missed the following bicyclists:

- Any cyclist coming to campus before 7:00 am and after 11:00 am;
- Any cyclist circulating internally within the UCLA campus, such as on-campus residents;
- Any cyclist entering the UCLA campus at a location other than the 7 locations surveyed;
- Any cyclist that did not ride to campus on the day of the cordon count.

Table 2-7 provides a summary of the bicyclists entering the UCLA campus during the morning commute on April 13, 2005.

Table 2-7 Bicyclists Entering UCLA Campus by Location

Location	Total
Wyton/Hilgard	14
Westholme/Hilgard	50
Manning/Hilgard	18
Tiverton/LeConte	86
Westwood/LeConte	131
Gayley/Dorms	56
Young Dr/Strathmore	111
Total	466

Source: 2005 UCLA Bicycle Cordon Count

2.8 Bicycle Thefts

As in most urban areas, bicycle thefts are a concern at UCLA as nearly 500 bicycles have been reported stolen from campus since 2002 according to UCPD records⁷. Many more bicycles have likely been stolen during this time period and have gone unreported. Additionally, bicycles are stolen in Westwood and other locations near campus that are not included in this dataset. Unfortunately, relatively few bicycles are recovered each year. The bicycle theft data indicate that bicycles are most often stolen in the fall. In October 2003, for example, 29 bicycles were stolen from UCLA which represents approximately 20 percent of the bicycles stolen from UCLA in 2003. This is likely a result of several factors, such as the overall number of bicycles on campus in October and perhaps a general carelessness among some new students in parking and locking their bicycles.

Table 2-8 presents the locations where the most bicycle thefts have occurred since 2002. As is evident from this table, the graduate student housing at the Sawtelle/Sepulveda apartments is the location where the most bicycles have been stolen since 2002, followed by CHS, the Wooden Center, Anderson School, Ackerman Student Union, Engineering, and Covell Commons. It should be noted that the graduate student housing is located off-campus in the Palms/Mar Vista area, which is approximately

⁷ UCPD bicycle theft data indicate that 486 bicycles have been reported stolen from 2002 to 2005, which equates to an average of 121.5 bikes stolen/year. Source: UCPD bike theft data, 1/02 to 12/05.

five miles south of the UCLA campus. These locations are all high capacity and high use bicycle parking areas, which partially explains why they have become hot spots for bicycle thefts on the UCLA campus.

Table 2-8 Locations where Bicycles are Most Often Stolen (2002 - 2005)

Location	Number of Bikes Stolen
Sawtelle/Sepulveda Apartments	46
CHS*	33
Wooden Center	31
Anderson School	25
Ackerman Student Union	18
Engineering	16
Covel Commons	12

* Includes Factor, Dentistry and Research areas

2.9 Bicycle Impounds

California Vehicle Code states that: "No person shall leave a bicycle lying on its side on any sidewalk, or shall park a bicycle on a sidewalk in any other position, so that there is not an adequate path for pedestrian traffic. Local authorities may, by ordinance or resolution, prohibit bicycle parking in designated areas of the public highway, provided that appropriate signs are erected."⁸ Bicycles that are not parked in designated on-campus parking areas, otherwise known as illegally parked bicycles, may be impounded by Parking Enforcement or UCPD. Whenever possible, an illegally parked bicycle will be tagged for 72 hours prior to being impounded, which will provide the owner the opportunity to remove the illegally parked bicycle. Impounded bicycles are stored for at least 90 days, during which the bicycle owner can reclaim their bicycle for a \$50 impound fee. If bicycles are not reclaimed during this period, the bicycles are sent to auction.

⁸ California Vehicle Code Division 11, Chapter 1, Article 4, Section 21210, Bicycle Parking.

3.0 COMMUNITY INVOLVEMENT

Community involvement has been a critical element to the bicycle planning effort at UCLA. Public outreach meetings, online surveys, comments received via telephone and email, and discussions with bicyclists have been relied upon to determine the needs of the UCLA cycling community. The feedback received through these various forums has been instrumental to the development of the recommendations established in this plan. Following is a summary of the feedback received.

3.1 Public Outreach Meeting

UCLA Transportation Services hosted a public outreach meeting on December 2, 2004 and more than 25 participants attended. A wide range of issues were discussed at this meeting ranging from bicycle parking, bicycle routes, bicycle marketing, and other bicycle amenities, such as an on-campus bicycle center where cyclists could work on their bicycles. Following is a summary of the topics discussed at the meeting.

Multi-Modal Strategy

Meeting participants discussed other transportation modes which have the potential to facilitate and complement bicycling. There was a discussion on whether the UCLA campus shuttle routes should have bicycle racks and most people did not think this was necessary. There were some concerns among meeting participants regarding bicycle racks on municipal buses. Several individuals have been left at the bus stop when the front-loading bicycle racks have been full (2 bicycle capacity). Some meeting participants thought it would be helpful if bicycle racks were installed on the vanpool vehicles. It was also noted that additional bicycle parking at transit stops would be useful to facilitate multi-modal trip making.

Bicycle Parking

A meeting participant requested that obsolete and damaged bicycle racks be replaced with new racks. It was also requested that bicycle racks be permanently affixed when installed so that they cannot be moved around by weekend skateboarders. It was noted that bicycle parking placement is critical and must always be incorporated into new campus construction. Bicycle lockers were also discussed and there was considerable support for ordering bicycle lockers for the UCLA campus.

Marketing

Various marketing strategies were discussed by meeting participants, such as distributing bicycling materials along with parking information to all Transportation Services customers. It was suggested that bicycling information should be sent along with the “regret letter” to all students that

are denied campus parking. It was also suggested that a small bicycle program office be opened on campus to promote bicycling. One meeting participant suggested that the TS website needed to be updated to provide more bicycling information. Several meeting participants suggested that TS should staff a table in the student union on bicycling issues. It was also suggested that the Daily Bruin or UCLA Today profile bicycle commuters as part of a feature story.

Bike Routes

Meeting participants brought up the gate closure at the National Cemetery and it was agreed that the UCLA Bicycle Advocacy Committee and the Los Angeles County Bicycle Coalition should take the lead on lobbying to have the gate re-opened. It was noted that there have been several maps and local bicycle plans developed that should be referenced in this planning effort. It was suggested that inexperienced cyclists could be paired with more experienced cyclists to learn the best bicycle routes and basic cycling skills.

On-Campus Bikeways

On-campus bikeways were discussed at the meeting and one meeting participant brought up the new “share the road” stencil that is being used more widely in various cities. Meeting participants thought that Charles Young Drive would be a good location for the use of this stencil. Cross-campus bicycle access issues were discussed and it was noted that there was not very good east-west bicycle access through the UCLA campus. Other suggestions included a bicycle lane on Westwood Plaza. There was also some discussion on accessing the UCLA campus from the west from Gayley and Veteran. It was suggested that a bicycle path be created connecting Gayley to De Neve Drive. It was also suggested that bicyclists have access to the gate at the Southern Regional Library (SRL) facility, which is generally closed.

Bicycle Amenities

There was considerable interest in opening a bicycle cooperative or tool-lending library where bicyclists could work on their bicycles. The Bike Kitchen in San Francisco and in downtown Los Angeles was referenced as a potential model for UCLA. It was mentioned that it would be challenging to find a location for this type of facility, but meeting participants thought that the Wooden Center and Ackerman Union could be potential locations for a bicycle tool lending library. Additional showers and lockers were also requested to facilitate bicycle commuting to UCLA.

Special Events and Programs

Special events related to bicycling were discussed as a good way of increasing the visibility of bicycling and potentially enticing more people to ride their bikes. There was a discussion on impounded and abandoned bicycles and it was agreed that these bicycles should be fixed up and either donated to a campus organization or used in a campus “yellow bikes” program. An on-campus auction of impounded bicycles was discussed as a good way to provide affordable bicycles to the UCLA community. There was general support among meeting participants of the annual bike-to-work events such as the bicycle fair.

Education and Safety

Meeting participants suggested that a bicycle safety course be offered to teach cyclists safe riding practices. Other information sources, such as brochures and websites, were also referenced as good resources for getting bicycle safety information out to the UCLA community. One meeting participant thought that bicycle maintenance skills should be included as part of any bicycling course offered. On the topic of education and safety, it was mentioned that student drivers should learn how to “share the road” with cyclists as part of their driver’s education courses. There were several meeting participants who mentioned that UCLA should establish an official bicycle program and hire a bicycle coordinator to oversee all aspects of the program, including a bicycle safety campaign.

3.2 Surveys

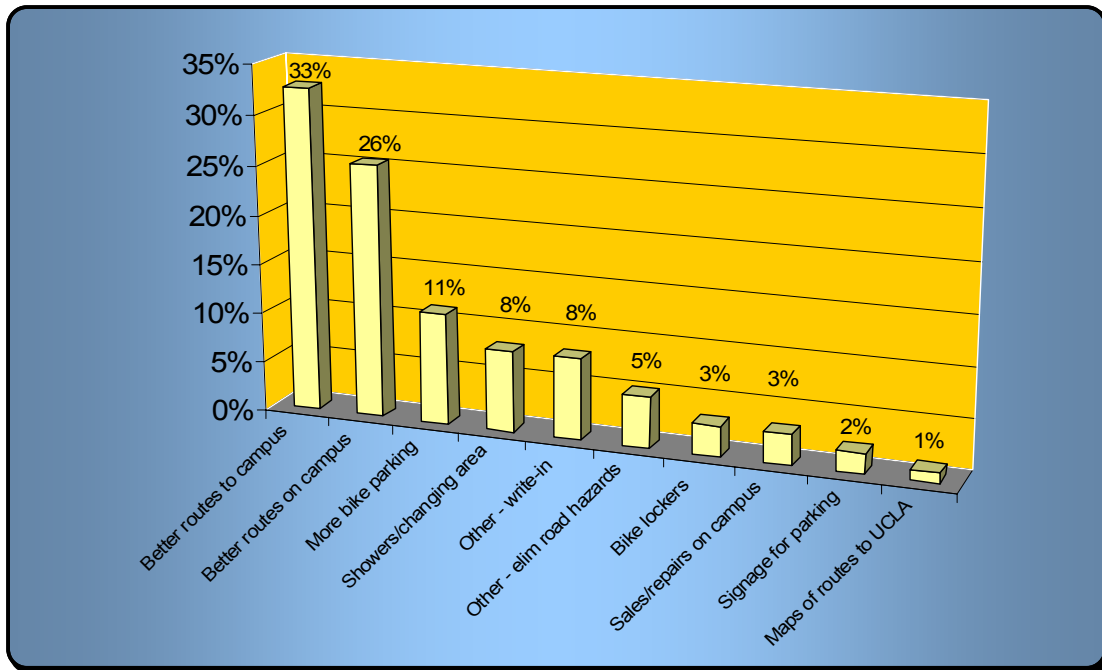
UCLA Transportation Services has conducted two surveys in the past year relating to bicycle issues. A recurring theme from both surveys is that there is a dearth of safe bicycle routes to the UCLA campus. Another common concern among survey respondents was the lack of end-of-trip amenities on the UCLA campus, such as bicycle racks, accessible shower/locker facilities, and bicycle lockers.

2004 Student Survey Results

As part of the 2004 Spring Student Survey, regular bicyclists were asked to check from a list the single most important issue to them for getting to UCLA by bike. Figure 3-1 provides a summary of the most important changes that student bicyclists would like to see (n=84). Two bicycle route related responses account for 59% of the answers: 33% of the regular bicyclists said that better routes to campus were a priority, and 26% indicated better routes on campus were needed. Other important issues to student bicyclists include bike parking, access to showers and changing areas, bicycle lockers and having sales/repairs available on campus. It is expected that regular bicyclists are familiar with the routes to campus and where bicycle parking is located. Therefore, it is not surprising that they do not expect the installation of maps or signs to

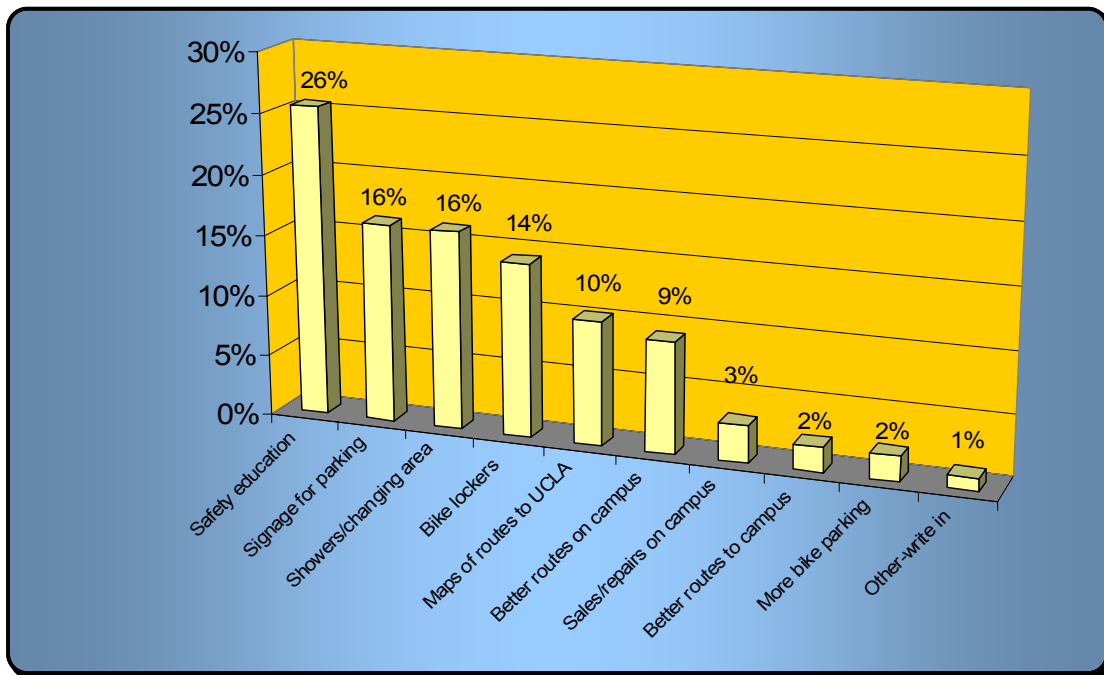
improve bicycling conditions. In summary, better routes to and on campus have been identified as the top priority for regular student bicyclists.

Figure 3-1 Most Important Change Needed for Student Bicyclists



Students were also asked to select from a list the least important bicycle improvements. At a conceptual level, the items that are least important to bicycle commuters should be the mirror image of those that are most important if the responses are consistent. For the most part, this was observed. Figure 3-2 provides a summary of the least important bicycle improvements to UCLA student bicyclists. As is evident from this figure, regular bicyclists perceive less need for safety education, signage for bike parking, and showers or changing areas. Only 10 students (9%) indicated that bike routes on campus were not important, as compared to 26% of students who cited that they were of the highest priority. Note that better routes to campus and more bike parking, are almost never mentioned as least important. Across both questions, these issues stand out as priorities for regular bikers.

Figure 3-2 Least Important Change Needed for Student Bicyclists



Based on the low number of survey respondents ranking bicycle parking as “least important”, it is expected that student bicyclists would perceive the need for more bicycle parking on campus. A separate survey question asked about bicycle parking, and cyclists also wrote in locations where they would like additional bike parking. 42% of those who bicycle to campus at least once a month thought that the current bike parking was sufficient, 38% said more parking was needed (and suggested an area); and 20% said that they did not know. The most frequently mentioned bicycle parking needs were at Ackerman, Powell Library, Engineering IV, and Royce Hall.

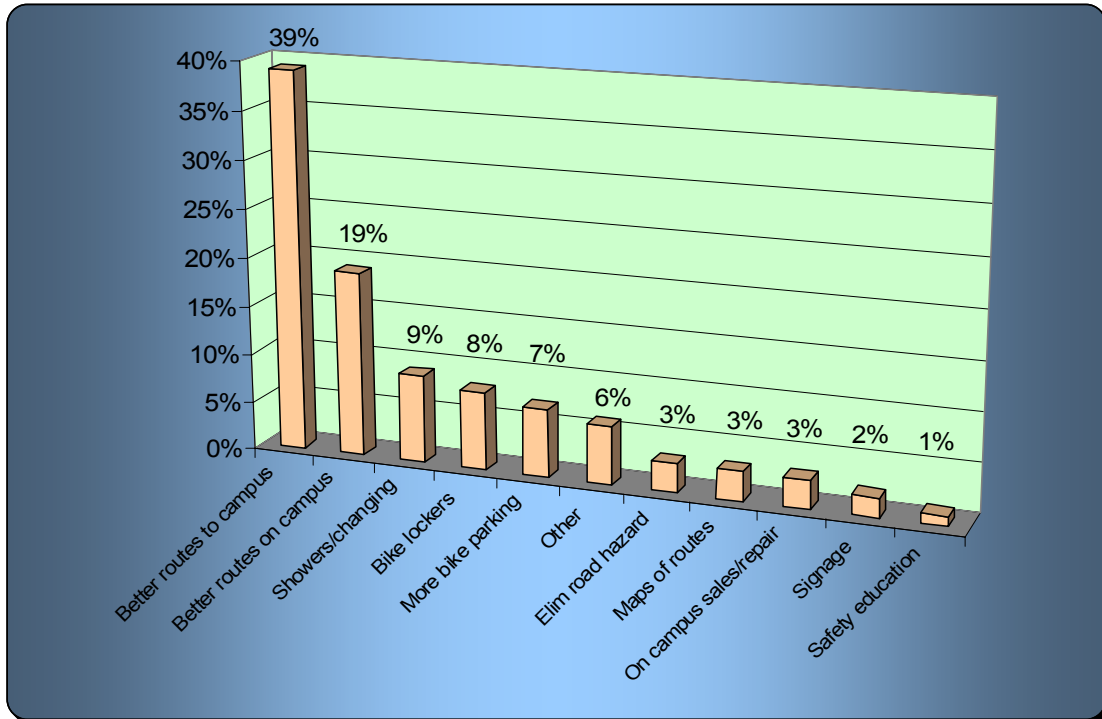
Students who do not bicycle to campus were asked what prevented them from bicycling and what could be done to make bicycle commuting a more desirable option. Table 3-1 provides a summary of the primary reasons that student bicyclists do not bicycle to UCLA. Not owning a bicycle might be expected as the first obstacle, but, nearly 1 in 5 of these students (17%) said that they did have a bicycle in Los Angeles. The majority of these non-riders were female (59%) and undergraduate student (60%). In response to being asked what prevents them from bicycling to UCLA more often, students most frequently selected the following three responses: (1) "not practical for me"; (2) "too far away"; and (3) "not safe routes".

Table 3-1 Reasons Why Students Do Not Bicycle to UCLA

Response	Number of Responses	Percent of Responses
Not Practical for Me	736	16.3%
Too Far Away	709	15.7%
Not Safe Route	641	14.2%
Need to Change Clothes/Carry Things	600	13.3%
Too Much Traffic	517	11.4%
Too Hilly	495	11.0%
Takes Too Long	465	10.3%
Other	357	7.9%
Total	4520	100.0%

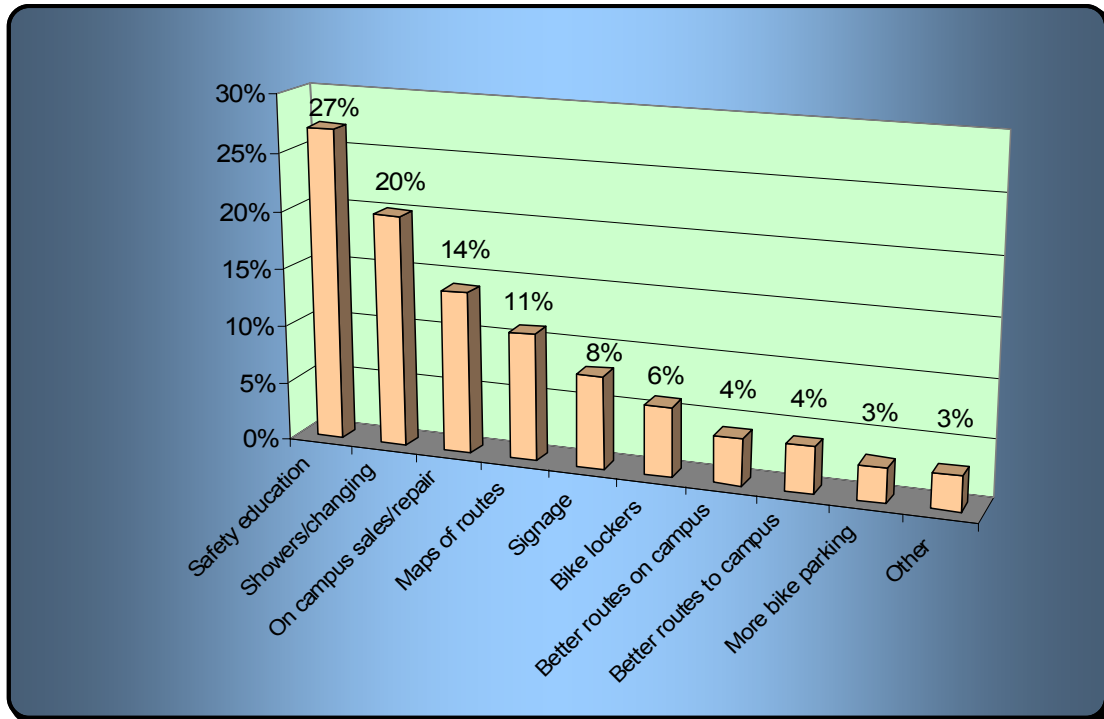
Approximately 1,800 non-cyclists answered the survey question regarding the most important change needed for commuting to UCLA by bicycle. As shown in Figure 3-1, the most frequently cited bicycle improvement for regular bicyclists was the route to campus (33%), followed by routes on campus (26%). For non-cyclists, the route to campus is of greater concern than for regular cyclists (39% vs. 33%), but the need for on-campus routes is rated lower as compared to regular cyclists (19% vs. 26%). However, for both cyclists and non-cyclists, nearly sixty percent of the responses pertain to on or off-campus route improvements. Figure 3-3 displays how non-cyclists ranked various bicycle improvements. Looking at items ranked as second tier, non-cyclists also mentioned the desirability of providing showers and lockers at UCLA, providing bike lockers, and having additional bike parking. Combined, these three amenities represent about a quarter of the overall responses. Maps, signage, and safety education received less than 10% of the responses.

Figure 3-3 Most Important Change Needed to Bike to UCLA by Non-Cyclist Students



Similar to the regular bicyclist data, the least important bicycle improvements for non-cyclists should be a mirror-image of the most important bicycle improvements discussed above. Figure 3-4 presents a summary of the least important bicycle improvements for non-cyclists. This feedback is probably not as valuable as that received from regular cyclists since many of these individuals do not bicycle or have plans to bicycle. Nonetheless, it is important to consider this feedback from non-cyclists in order to make changes that will make bicycling a more attractive transportation mode to this group. Non-bicycle commuters did not rate the need for safety education, maps, and signage very high, and there were mixed results regarding the need for changing areas and showers. Although 9% of non-cyclists had cited showers and changing areas as an important bicycle improvement, 20% ranked changing areas and showers as the least important bicycling improvement at UCLA.

Figure 3-4 Least Important Change Needed to Bike to UCLA by Non-Cyclist Students



When students indicated in an earlier question (Table 3-1) that they did not bike to campus because "it was not practical for them", that impracticality appears to be directed towards the state of the road-network, on and off campus. 60% of the students who do not bike because it is "impractical" also listed the condition of the road network as their number one priority. As would be expected, less than 10% of the non-cycling students said that they thought the bike parking on campus was inadequate or wrote-in new sites for consideration.

Summer 2004 Online Survey

Transportation Services, in conjunction with Cultural and Recreational Affairs, completed an online bicycle survey in summer 2004 to better understand the priorities of the campus bicycling community. Appendix D provides a copy of the online bicycle survey. The survey sample was self-selected and therefore, the survey results should not be interpreted as representative of the UCLA campus community. Although cyclists were targeted with this survey, it should be noted that many non-cyclists also completed the survey. In fact, of the 1,716 individuals who completed the survey, 59% of the survey respondents indicated that they never bicycle to campus. The next largest group of survey respondents (20%) indicated

that they ride to campus 4-5 times per week, followed by 12% of respondents who ride 2-3 times per week.

Staff and faculty survey respondents were asked whether they would increase the number of times that they bicycle to campus if they had access to on-campus shower and locker facilities, and 40% of respondents indicated that they would be either likely or very likely to do so. All survey respondents were asked whether they would be interested in having bicycle lockers on-campus, and 44% of respondents indicated that they would be either interested or very interested in having bicycle lockers at UCLA. Lastly, survey respondents were asked whether they would be likely to register their bicycles if the service were offered on-campus, and 69% of respondents indicated that they would be either likely or very likely to register their bicycles.

3.3 Input from Campus Groups

In addition to the feedback provided through the survey efforts and the public outreach meeting described above, two different student groups have also provided input into the development of the bicycle master plan. The UCLA Bicycle Advocacy Committee, a campus group active in bicycling issues, has provided valuable input regarding a wide range of bicycling issues. In Spring 2005, a group of UCLA undergraduate students completed a Sustainable Transportation Action Research Team (ART) project on improving UCLA's bicycling conditions.⁹ This feedback has been considered and incorporated as appropriate in the development of recommendations.

UCLA Bicycle Advocacy Committee

As mentioned above, the UCLA Bicycle Advocacy Committee has submitted a list of recommendations designed to improve bicycling conditions to, from and on campus. These recommendations are organized into three overarching categories (circulation and signage, infrastructure and amenities, and programs and education) and are presented below.

Circulation and Signage

- Create a Class 3 bike path at UCLA. This consists only of signage – no road markings or anything else. This would allow for more visibility and help cyclists to follow approved routes on campus.
- UCLA should urge the City of Los Angeles to do more to do more to improve routes to campus – especially important issues are VA

⁹ Dorothy Le; Elaine Long; Roscoe Concepcion-Mata; Erika Martin; and Daniel Yoshimoto. "Sustainable Transportation Action Research Team: Improving UCLA's Bicycling Conditions" June 27, 2005.

cemetery access and Wilshire access from both the east and west of campus.

- Implement traffic calming measures along campus roads – signage (speed limit, Share the Road), speed bumps, etc.
- Create bicycle signage for the UCLA campus showing how to get to specific sites and to bike parking areas. Additionally, signage should be posted out 5-10 miles from campus – signs could direct cyclists towards best routes to campus and also carry a “Share the Road” message.

Infrastructure and Amenities

- Develop requirements for bicycle racks and shower/changing facilities for all new construction/development on campus.
- Develop guidelines for locating bicycle parking so that it is safe, visible, and well-lit.
- Old, unstable, damaged, and unanchored bicycle racks should be replaced by “ribbon” racks and inverted U-shaped racks. Consistent design guidelines for bicycle racks and dismount areas should be developed and adhered to.
- Create covered, lockable parking for cyclists on campus, both in parking structures and in dorms. Look at the locker system recently implemented by Metro.
- Make showers and changing facilities available at more locations on campus.
- Provide air compressors and bicycle tools for student use at several publicized locations – possibly staff these locations with student workers with basic bicycle repair skills.

Programs and Education

- Create Office of Bicycle Coordinator for UCLA, with the responsibility of overseeing campus bicycle outreach and education efforts.
- Mandate that Transportation Services include cycling information in all parking and transportation/commuter materials. The information should be detailed and include a Westwood-UCLA

cycling map as well as contact information for local/campus bicycle resources.

- Update the Transportation Services bicycling website.
- Send detailed information to new students about bicycling at UCLA in their welcome packets from the Admission and Housing departments. Work with University Apartments to continue to publicize bicycling to campus for current students. Send similar information to students moving off-campus.
- Change all permanent campus maps to show bike paths/routes on campus.
- Implement a bicycle education program to teach proper riding habits, how to deal with traffic, basic bicycle maintenance, etc.
- Get Parking Services to offer a Cycling Package to staff, faculty and students as part of their parking commuting options. The package might include, for each day a cyclist rides in, free regular coffee on campus, reduced price on Bruin Store goods, etc. For each 10 days a cyclist rides in, they could get one day of free parking.
- Free quarter passes for staff that bike to campus to the Wooden Center so they can shower. Staff could pay in advance and get their money back at the end of the quarter if they have been cycling a certain number of times to campus, for example.
- Train UCPD and Community Service Officers (CSOs) in simple bike repairs. Train dorm staff in simple cycling repairs and take them on rides around campus during their training period.

Spring 2005 ART Recommendations

The spring 2005 ART project evaluated bicycling at UCLA and several recommendations were developed through this research project. One of the primary recommendations emerging from the ART final report pertained to more aggressive marketing of UCLA's alternative transportation options. Specifically, the ART project team recommended that a strong marketing strategy be adopted to promote bicycling by targeting students at orientation events, utilizing various campus list-serves, and reaching out to the general campus population by "tabling" more frequently at high activity locations on campus such as Engineering I, LuValle Commons and Court of Sciences. Information kiosks were also suggested as an effective means of sharing bicycling information with the UCLA campus community.

Other ART project recommendations include various infrastructure improvements, such as installing more bicycle parking and signage, creating a “bicycling suitability map”, and installing “bicycle gutters” adjacent to some of UCLA’s many stairways to make it easier to navigate the campus’s steep topography with a bicycle. The ART project also recommended that bicycle safety and education be prioritized to ensure that campus cyclists are familiar with the rules of the road and are able to safely navigate city streets. Lastly, the ART student groups recommended that bicycle repair facilities be made available on campus to provide UCLA bicyclists with the ability to complete basic repairs to their bicycles. Over time, it was suggested that this facility may also want to offer quarterly bicycle rentals for a nominal fee.

3.4 Letters of Support

Letters of support have been submitted by UCLA faculty, students, alumni, and student groups. These letters show support from the campus community for the bicycle plan and encourage UCLA to prioritize bicycling as a viable transportation mode. Appendix E presents all the letters of support received for the UCLA Bicycle Master Plan.

3.5 Comments on Draft Bike Plan

Following the release of the Draft Bicycle Master Plan in October 2005, many comments have been received on the plan. Appendix F presents the summary of the comments received on the Draft Bicycle Master Plan, as well as the response to the comments received. A plan review meeting was held on November 2, 2005, during which many comments were collected on the bicycle plan. The draft plan was also posted on the UCLA Transportation Services website to solicit comments and feedback.

4.0 RECOMMENDATIONS

To facilitate and encourage increased bicycle use, a number of policies and infrastructure improvements are recommended as presented in this chapter. Policies have been drafted to increase bicycle use at UCLA and to provide the UCLA community with appropriate incentives to entice people to bicycle to, from, and on campus. Infrastructure improvements, which include bikeway designations and end-of-trip bicycle facilities, are also recommended in this chapter. In sum, this chapter establishes the overarching bicycling priorities by identifying the major improvement projects for implementation.

4.1 Improve Bicycle Accessibility to UCLA

Since cyclists and non-cyclists alike have indicated that their number one challenge or reason for not cycling is a lack of good bicycle routes to the UCLA campus, it is imperative that UCLA continue to work with local agencies to improve bicycle access to campus. While it will be slightly more challenging to implement the recommendations contained in this section as compared to other sections of this chapter, the benefit of doing so cannot be overstated. Following are the primary recommendations to improve bicycle accessibility to the UCLA campus.

Recommendation #1: Designate and Develop UCLA Bike – Transit Hub

Through Metro’s Bicycle Transportation Strategic Plan, UCLA has nominated the Ackerman Terminal as a bike - transit hub. This program is currently under development by Metro’s Bicycle Program team and will result in the development of many bike – transit hub access plans throughout Los Angeles County. Metro’s goal for this project is to replace car trips with bike to transit trips by identifying opportunities for bicycle improvements at well served transit centers, such as the UCLA Ackerman Terminal. Bicycle improvements at the Ackerman Terminal could include additional bicycle parking, bikeway designations, and roadway and intersection improvements.

Given that UCLA and the surrounding Westwood area are significant transit destinations, securing bike - transit Hub designation will present new opportunities to increase both cycling and transit trips to campus. The development of a UCLA bike – transit hub at the Ackerman Terminal will be particularly valuable for individuals who either live too far to bicycle to campus or live in an area that does not have particularly good bicycle routes to the UCLA campus. Once the bike – transit hub access plan has been prepared for Ackerman Terminal, UCLA will need to evaluate the bicycle improvement opportunities to prioritize for implementation.

Recommendation #2: Work with Local Municipalities to Designate and Construct More Bikeways

As has been mentioned several times in this document, it is very important to improve and increase the number of bikeways in the communities surrounding UCLA. As such, UCLA needs to work with local municipalities to develop additional bikeway improvements to ensure that UCLA cyclists have good bicycle routes to campus. There are limited financial resources available for bikeway projects so it is recommended that UCLA work creatively and cooperatively with local communities to identify grant opportunities and other funding sources that can be utilized to develop additional bikeways. Once the bikeway improvements have been completed, it will be equally important to inform UCLA cyclists of these bikeways by distributing maps depicting the various bikeways in the neighboring communities.

Gayley Avenue, which runs along the southwest perimeter of the UCLA campus, presents a good opportunity for UCLA to work in cooperation with the City of Los Angeles to expand the City's bikeway network. Gayley Avenue has been designated as a bikeway since the mid 1990s; however, a bike lane exists on Gayley only between Weyburn and Le Conte in Westwood Village. To complete the Gayley Avenue bikeway to the UCLA campus, LADOT has indicated that they will need a right-of-way dedication along the east side of Gayley Avenue between Le Conte and Charles Young Drive. UCLA is currently working with LADOT to make the necessary accommodations to complete this important bikeway segment. As similar bikeway opportunities arise, it is equally important that UCLA work cooperatively with local municipalities to improve and expand upon the existing bikeway network.

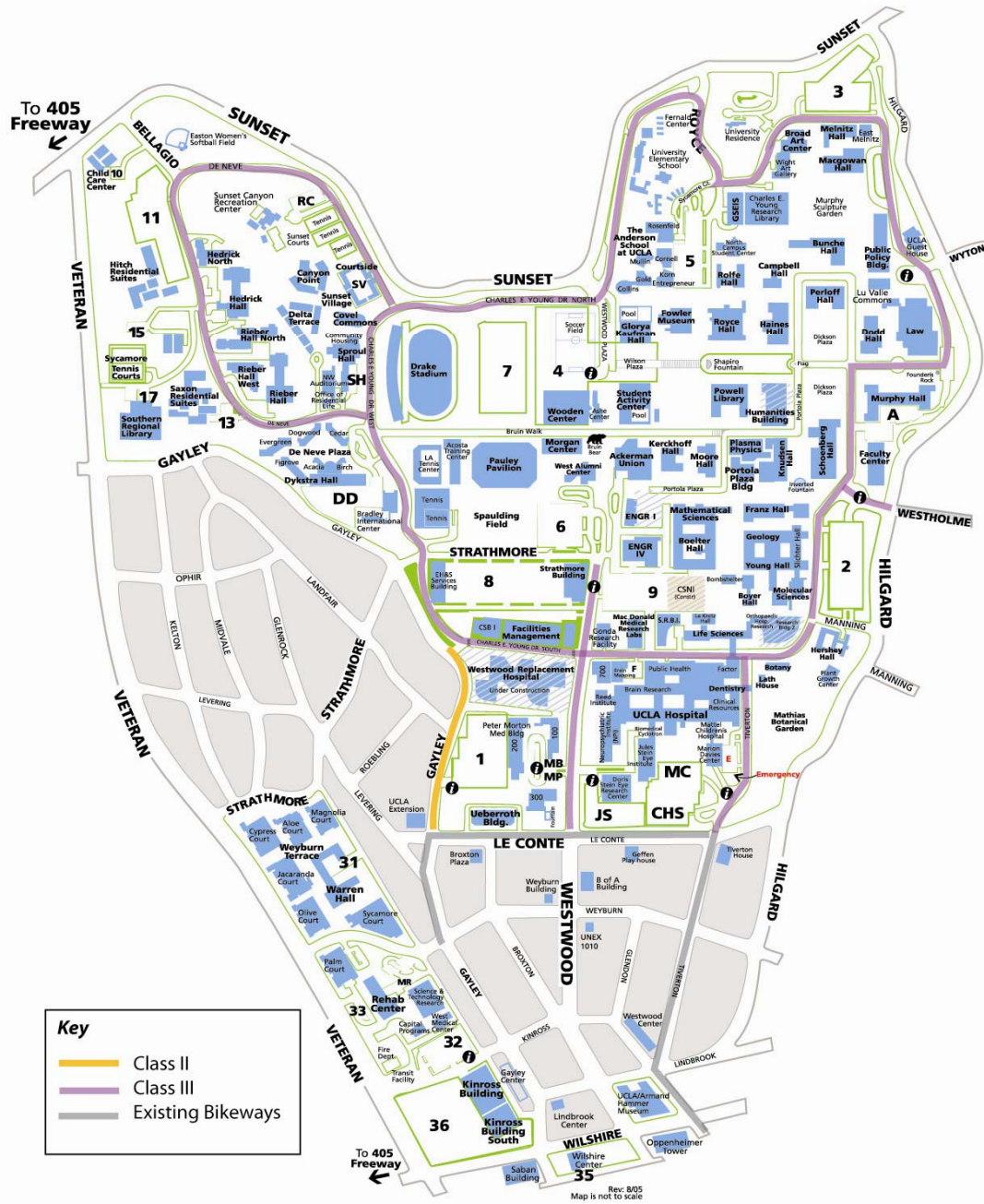
4.2 Improve On-Campus Bicycle Accessibility

Once arriving on the UCLA campus, it is important to provide cyclists with a network of bikeways for intra-campus circulation purposes. It will also be important to have appropriate way finding signage to facilitate bicycle circulation.

Recommendation #1: Develop Campus Bikeway Network

Since the core element of any campus bicycle program is its network of bikeways, UCLA must prioritize making improvements to the campus bikeway network. Figure 4-1 presents the proposed bikeway network for the UCLA campus. As shown in this figure, Class III bikeways are proposed for De Neve Dr, Young Dr, Westwood Plaza and Tiverton Dr and a Class II bikeway is proposed on Gayley Ave between Le Conte and

Figure 4-1 Proposed Bike Network for UCLA



Young Dr (see above section for further detail on this proposed bikeway). This proposed bicycle network will be designated using roadway stencils and bike route signage and is intended to primarily accommodate bicycling to and from the UCLA campus but should also serve to facilitate intra-campus bicycle trips. In order to accommodate bicycle trips to and from campus, the proposed bikeway network has been designed to interface with the city bikeway network in a seamless fashion. Pavement surface is also an important factor to campus cyclists; therefore, UCLA should monitor pavement quality and repair it as necessary.

Upon completion of the proposed campus and city bikeway network, it will be possible for bicyclists to access the UCLA campus on designated bicycle facilities from the east, west and south. Given the pre-existing constraints of land use, the proposed bikeway network is not optimal for intra-campus bicycle circulation and as such, it is expected that most UCLA bicyclists will park their bicycles once they arrive on campus and will choose to walk when traveling within the campus core.

Recommendation #2: Develop Bicycle Signage Plan

In concert with creating the UCLA bikeway network, it is important to develop a bicycle signage plan that will assist bicyclists in campus way finding, as well as informing motorists of the presence of bicycles. Once the bikeway network has been established and implemented, appropriate signage must be utilized to clearly mark the designated bike routes and notify vehicles that bicyclists are present. Quantity, placement, design and size of signage shall conform to UCLA Signage and Architectural Guidelines. Consideration must be given to visibility, comprehension and safety, and must be balanced with the campus environmental design issues and concerns. In fact, it is recommended that a distinct UCLA bicycle route sign be developed for designating the UCLA bikeway network. Recommended signage includes: assistance for bicyclists in finding bicycle racks and lockers, marking of designated bike routes on bikeway networks to notify vehicles that bicyclists are present and notification for bicyclists of pedestrian-priority areas where dismounting is required during busy periods. Appendix G contains examples of bicycle signage and stencils that are recommended for the UCLA campus.

Recommendation #3: Other Infrastructure Improvements

In addition to an on-campus bikeway network and complementary signage, it will be important to make other infrastructure improvements designed to improve intra-campus bicycle circulation and accessibility. Bicycle parking is one of these infrastructure improvements, although it is addressed in great detail in the next section. As has been mentioned previously, the hilly topography on the UCLA campus creates some challenges to bicycle accessibility. Specifically, there is a lack of viable east-west bicycle accessibility through the campus core. While it may not be possible to designate a bikeway in this part of campus due to the existing land uses and relatively steep topography, it is recommended that a solution to this issue be developed so that bicyclists are able to make an east – west traverse through campus. One potential solution to this issue would be installing a bicycle gutter adjacent to one of the existing staircases that traverse this area, such as the staircase south of Ackerman Student Union and north of Engineering I. A bicycle gutter allows bicyclists to easily roll their bicycle up or down a staircase without having to lift or carry their bicycle. If this bicycle improvement strategy is pursued, bicycle gutter installations must comply with all building code requirements and not interfere with staircase handrails.

Other bicycle infrastructure improvements should also be evaluated and implemented as appropriate. Bicycle sensitive loop detectors at traffic signals are one infrastructure improvement that has been successfully installed in many other locations to improve bicycling conditions by reducing the queuing times for bicyclists. Regardless of the bicycle improvements completed to improve overall campus accessibility, it is essential that this infrastructure be well maintained to ensure its continued utility. This also applies to the campus bikeway and roadway network which should be cleaned regularly and repaired as pavement cracks or potholes develop. Roadways that receive high volume bus and truck traffic, such as Westwood Plaza and parts of Young Drive, should be carefully monitored and repaved as necessary since the pavement will not last as long as on other parts of campus.

4.3 Improve Bicycle Parking at UCLA

UCLA can improve bicycling conditions considerably by providing more and better bicycle parking and other end-of-trip facilities. UCLA shall provide free, high-quality bicycle parking racks wherever demand is greatest and reasonable space exists. Additionally, UCLA shall install high-quality bicycle lockers in select parking structures on campus that can be rented out by campus cyclists seeking a more secure bicycle parking option.

Recommendation #1: Increase Amount of Bicycle Parking On-campus

Although bicycle parking exists for more than 1,600 bicycles on the UCLA campus, there still are several high activity areas that do not have sufficient bicycle parking. Some of these areas include Dickson Plaza, Fowler Museum, Kaufman Hall, Macgowan Hall, Powell Library, and the Engineering I and IV buildings. Bicyclists in these areas have to either park their vehicles illegally to a post or sign or park further away and walk to their final destination. To facilitate proximate bicycle parking throughout campus, UCLA must continually evaluate the demand for bicycle parking and provide sufficient supply to meet this demand. Bike rack installations should be based upon annual bike rack survey data and requests for additional bike racks. As with all bicycle improvements on the UCLA campus, it is important to consult with Capital Programs and other interested parties to ensure that aesthetic considerations are addressed in all bicycle rack installations.

Recommendation #2: Establish Bicycle Rack Standard and Phase Out Obsolete Bicycle Racks

As described in Chapter 2, there are a considerable number of older, obsolete bicycle racks on the UCLA campus. These bicycle racks do not provide bicyclists with very secure or easy-to-use bicycle parking. The older style bicycle racks have a number of limitations, such as not providing sufficient points of contact to support a bicycle at two locations, not allowing bicycle frame and at least one wheel to be locked to rack without the use of a long bicycle cable, and some wheel bending racks may even damage the parked bicycle. It is recommended that UCLA adopt the inverted U rack design as the official bicycle rack for the campus and that this bicycle rack style be incorporated into UCLA's Architectural Guidelines. Figure 4-2 presents an example of an inverted U bike rack on the UCLA campus. Once this standard is adopted, inverted U racks should be used for all new bicycle rack installations and a bicycle rack replacement schedule should be drafted.

Recommendation #3: Install Bicycle Lockers On-campus

Regardless of the quality of bicycle racks provided, some bicycles will inevitably be stolen from the UCLA campus as indicated by the bicycle theft data presented in Chapter 2. Therefore, it is important to provide a more secure bicycle parking option to the campus community. While there is no guarantee that a bicycle will not be stolen, bicycle lockers provide bicyclists with a more secure bicycle parking option than a bicycle rack. Bicycle lockers can either be assigned to a particular individual or reserved on an "on-demand" basis. On-demand lockers are recommended as they can be better utilized than assigned bicycle lockers and also

provide bicyclists with the option of parking their bicycle in different locations throughout campus.

Figure 4-2 Example of Inverted U Bike Rack



Recommendation #4: Establish Bicycle Parking Requirements for New Construction On-campus

In addition to updating old bicycle racks and placing new racks at existing buildings on campus, it is equally important to plan for the installation and placement of bicycle parking at newly constructed buildings on campus. In the past, bicycle parking has not been in the forefront in UCLA capital planning efforts. In future capital planning of campus buildings, bicycle parking must be programmed as a critical element of the construction project. To determine the appropriate number of bicycle parking spots, the current bicycle mode split for both students and staff/faculty should be applied to the number of peak hour building occupants. If bicycle parking demand exceeds the available bicycle parking, additional racks can always be added to meet the demand.

4.4 Offer Incentives to Bicycle to Campus

Although there are numerous reasons to bicycle to campus, it is important to provide various incentives to encourage and promote the bicycle as a viable transportation mode. UCLA should consider offering the incentives discussed below as a means of enticing more employees and students to bicycle to campus.

Recommendation #1: Provide Discounted Rates for On-campus Car Sharing

Virtually everybody needs a car from time to time and by providing UCLA campus bicyclists with discounted rates to UCLA's car sharing program, it allows them to leave their car at home, thereby eliminating peak hour vehicle trips. Offering discounted car sharing rates to campus bicyclists who do not purchase parking permits is a valuable incentive to encourage more bicycling to campus. As a means of promoting other alternative transportation modes, these discounted car sharing rates should also be extended to other alternative transportation users who do not purchase a UCLA parking permit.

Recommendation #2: Provide Financial Incentives to Bicycle Use

At the federal level, the Bicycle Commuter Act (HR 807) was introduced in February 2005 to both the House and Senate. The bill proposes to extend the transportation fringe benefit in the tax code to bicycle commuters. In 2005, the transportation fringe benefit currently provides employers the ability to offer tax-free benefits up to \$105 per month for public transportation and vanpool commuting and up to \$200 per month for parking¹⁰. The Bicycle Commuter Act would allow up to \$65 a month in tax-free benefits for bicycle related expenses. Allowable commute expenses could include raingear, bicycle lights, bicycle locks, bicycle helmets, bicycle maintenance, panniers, bike locker rental, gym facility memberships, etc. UCLA should monitor this legislation and offer these pre-tax benefits to campus cyclists if and when the legislation passes.

Campus cyclists would also benefit from the provision of discounted or free bicycle accessories provided by the university. It is recommended that items of lesser value, such as water bottles and ankle straps, be disseminated to campus cyclists at no cost. It is recommended that other basic bicycle safety accessories, such as bicycle lights, be purchased in bulk and sold at discounted, subsidized rates to UCLA cyclists.

UCLA currently provides discounted parking to alternative transportation users for an unlimited number of days when they need to drive to campus. Other universities have experimented with providing free parking to bicyclists and other alternative transportation users for the few days when they need to drive to campus. The provision of some amount of free parking appears to have worked well in other locations and warrants further investigation for its potential application at UCLA.

¹⁰ Source: IRS Revenue Procedure 2005-70, Section 12. In 2006, transit and vanpool fringe benefits will remain the same but the parking limit will increase to \$205/month.

Recommendation #3: Establish UCLA Community Bicycle Center

Many UC campuses have well-established campus bike shops or co-ops to serve the on-campus bicycling community. Providing space and services for cyclists is an excellent way to raise visibility and awareness of bikes on campus. This in turn should increase the mode share of bicycling to campus as bicycle commuters will have a valuable resource for bicycle repairs, advice on route planning and safe cycling practices, and will hopefully serve as a gathering place for UCLA's cycling community.

One of the core functions of the new UCLA Community Bicycle Center will be providing a tool lending library such that campus bicyclists can work on their bikes. At a bare minimum, the bicycle center should provide tools for basic repairs, floor pumps for inflating bicycle tires, a truing stand for truing wheels, and a work bench and stand for working on bicycles. It is also recommended that minor repairs and bicycle tune-ups be offered at competitive prices in case cyclists do not want to or are unable to complete the bicycle maintenance themselves. Bicycle repair and maintenance workshops should be offered at least once a quarter for those interested in improving their bicycle repair skills. Lastly, it is recommended that bicycle related retail sales be offered through the bicycle center, including providing a small selection of subsidized parts and safety equipment, such as helmets and bicycle lights.

Recommendation #4: Provide Discounted Shower/Locker Access to UCLA Staff and Faculty

Since many UCLA staff and faculty do not live in close proximity to the UCLA campus, having access to lockers and showers may be quite important for longer distance cyclists who will likely want to shower and change before going to work. UCLA staff and faculty have access to showers and locker facilities only if they become Recreation Center members. According to Recreation Center staff, approximately 25% of UCLA staff and faculty are currently Recreation Center members. Transportation Services and UCLA Recreation should work together to develop a reduced price pass that provides access to the shower and locker facilities for UCLA staff and faculty. Additionally, it is recommended that other partnerships be developed between UCLA Transportation Services and the Recreation Center, which could include rewarding regular campus cyclists with free or discounted classes offered through the Recreation Center.

Recommendation #5: Install Showers in UCLA Buildings

UCLA Recreation Center provides the campus community with excellent facilities as referenced in Chapter 2. However, these facilities are not conveniently located for a small percentage of the campus cycling

community. Therefore, it is recommended that showers and changing facilities be considered for installation in new UCLA buildings to provide campus cyclists with convenient shower access for their daily commute (budget permitting). In addition, it is recommended that existing UCLA buildings which are not in proximity to Recreation Center shower facilities be evaluated for potential retrofitting with shower facilities on a case by case basis to better serve the cycling community.

4.5 Campus Bicycle Regulations

Bicycles are classified as vehicles by the State of California. Therefore, cyclists have the same rights and responsibilities and must be operated in a safe and responsible manner as per California Vehicle Code (CVC) 21200. The UCPD identifies the most common inappropriate cycling behaviors on campus as failure to stop at red lights and stop signs and failure to yield to pedestrians.

Recommendation #1: Enforce on-campus cycling behavior

As mentioned above, bicyclists have the same rights and responsibilities as motorists. UCPD should monitor and enforce bicycle activity in accordance with all elements of CVC 21200. Specifically, the following regulations should be enforced:

- Dismount and walk bicycle in congested pedestrian areas
- Refrain from riding on sidewalks unless necessary
- Cyclists must have a white light mounted to the front of their bicycle or attached to their helmet or body and rear red reflector attached to their bicycle
- Use appropriate hand signaling for turning
- Ride on the right side of the road in the same direction as moving traffic
- Obey traffic control devices
- Observe 15 mph speed limit
- Yield to pedestrians
- Refrain from locking bicycles to railings or other places that may block pedestrian or wheelchair access

Recommendation #2: Provide on-campus bicycle registration

Bicycle registrations and licensing creates a paper trail from a bicycle to its rightful owner. Registered bicycles have a higher chance of being recovered and returned to their owner when stolen, which is the primary reason for registering a bicycle. Bicycle registrations also provide an opportunity to inform campus cyclists of cycling regulations and new programs on campus. It is recommended that voluntary bicycle registrations be offered on-campus at UCPD to interested cyclists. As bicycling becomes more common on the UCLA campus, it is recommended that mandatory bicycle registrations be considered for all bicycles ridden on the UCLA campus. From a programmatic perspective, there are certain advantages to having all campus bicycles registered. For example, instead of impounding a bicycle that is illegally parked on campus, it becomes possible to contact the bicycle owner to ask them to move their bicycle. Additionally, mandatory bicycle registrations can provide a valuable revenue source to assist in funding the bicycle program.

Recommendation #3: Create and enforce bicycle dismount zone policy

It is dangerous for bicyclists to ride in busy pedestrian areas during peak periods. As such, bicyclists should not be allowed to ride their bicycles in high volume pedestrian areas such as Bruin Plaza to prevent potential bicycle – pedestrian collisions. During off-peak periods when pedestrian activity is considerably less, bicyclists should be allowed to ride their bicycles through these areas provided that they do so carefully. However, between 10:00 AM and 2:00 PM Monday – Friday (holidays excluded), bicyclists must dismount their bicycles and walk them through Bruin Plaza and Bruin Walk. Additionally, downhill bicycling should not be allowed at any time on Bruin Walk between Young Drive West and the entrance to Drake Stadium due to the high pedestrian volumes and the high speeds that can be achieved bicycling down this hill. This policy will need to be periodically enforced by UCPD to ensure compliance. Appropriate signage must be installed in the impacted areas to clearly communicate the dismount zone policy to campus cyclists.

Recommendation #4: Complete Quarterly Impounds of Abandoned Bicycles

Bicycles are periodically abandoned on the UCLA campus. Abandoned bicycles are problematic for two primary reasons: 1) they occupy valuable space that could otherwise be used by a regular cyclist, and 2) they are an eyesore that does not portray bicycling in the best light. To address both of these issues, it is recommended that abandoned bicycles be impounded at the end of each quarter by UCLA Parking Enforcement Officers. To avoid impounding bicycles that have not been abandoned, Enforcement Officers must exercise good judgment in determining whether a bicycle

has been abandoned. Abandoned bicycles should be defined as bicycles without air in the tires, bicycles that are missing key parts (seats, wheels, components, etc.), or bicycles that are in a state of considerable disrepair and have been parked in the same location for more than a month. Prior to impounding any bicycle, bicycles should be tagged with a notice that provides the rightful owner with at least 72 hours to remove their bicycle. Once impounded, bicycles should be stored for at least 90 days to provide bicycle owners with the opportunity to reclaim their bicycle.

4.6 Bicycle Safety and Education

As indicated in Chapter 3, city cycling is perceived to be a dangerous mode of transportation in Los Angeles with its congested streets and lack of a complete cycling network. Concerns over safety issues and adequate bicycle routes are the primary reasons for not commuting to campus by bicycle. Many students, faculty and staff live within a reasonable biking distance to UCLA and developing a bicycle safety and education program will be an important component to increasing the bicycle mode share. Cycling on the UCLA campus is arguably safer than cycling in the city. However, given that most cyclists will be arriving on campus via the city streets of Los Angeles, it is very important that UCLA cyclists are adept at riding on city streets. The largest safety concerns facing UCLA cyclists are off-campus and primarily out of the University's control. While the University cannot provide better cycling facilities in the areas connecting to campus, it can make an effort to educate cyclists on how to ride safely and effectively both on and off campus. The following recommendations have been developed to improve bicycle safety and education program at UCLA.

Recommendation #1: Establish a bicycle safety and education program

Bicycle safety training and education are not often perceived as the top priorities in establishing a bicycle program. As a result, they are often neglected and do not become an integrated part of many bicycle programs. To ensure that this does not occur at UCLA, it is recommended that the following bicycle safety and education recommendations be implemented:

- Develop safe cycling brochure with useful safety tips for distribution.
- Create a bicycle “buddy” program in which new bicycle commuters are paired with experienced cyclists for one-on-one safe cycling tips, maintenance and repair basics, equipment/shopping assistance, and route planning help.
- Offer on-campus bicycle maintenance courses through the UCLA Community Bicycle Center.

- Offer on-campus “effective” cycling courses through the UCLA Community Bicycle Center.
- Include bicycle promotional materials with all information packets that are mailed out, including those sent as part of new campus orientations.
- Continue annual campus bicycle fair with bike buddy sign-up, safe cycling course sign-up, and distribution of UCLA bicycle program information.
- Develop an on-line safety course and quiz. Offer rewards for students with passing scores, perhaps a discount or gift certificate to the UCLA Community Bicycle Center.
- Develop and implement “Share the Road” campaign at UCLA to educate motorists to respect the rights of bicyclists. This educational campaign would provide benefits beyond the UCLA campus as driver behavior should improve throughout the greater Los Angeles region. Elements of a “Share the Road” campaign could include street signage, a fact sheet included with parking permit mailings, ads in the Daily Bruin and posting flyers around campus.
- Incorporate bicycle safety training into vanpool driver’s meetings.

Recommendation #2: Bicycle safety and theft data collection and analysis

It is important to compile and maintain records of all bicycle collisions and resulting injuries in order to identify potential safety improvements on campus. This information should be mapped to determine any collision trends and show hotspot areas that should be targeted for safety improvements. It is also important to continue compiling and maintaining records of bicycle theft and vandalism. This information should also be mapped to show any hotspots that need to be addressed. Potential responses to the bicycle collision and theft analyses could include roadway modifications, intersection redesign, improved lighting, video surveillance, and increased police activity. After completing the bicycle safety and theft analyses, it is recommended that UCPD be consulted to develop an action plan for improving bicycle safety and reducing bicycle thefts on the UCLA campus.

4.7 Bicycle Marketing

Marketing is a critical element of any planning effort and this section is intended to support and promote the development of a bicycle program at UCLA. Marketing bicycling as a mode of transportation for students,

faculty and staff to commute to UCLA is a very important component in increasing the number of bicycling commuters and creating bicycle awareness on campus. The recommendations in this section also include the planning and executing of the promotional aspects of bicycling to, from and on campus, and present ideas and events to increase knowledge and participation of bicycling on the UCLA campus.

The many advantages of bicycling to UCLA should be promoted in order to address the concerns and questions of possible cycling converts, such as safety, feasibility and logistics. A pro-bicycling message should be crafted by providing facts and tips while debunking myths, promoting the numerous positives that come along with cycling, and providing resources (route maps, bike maintenance and safety courses, etc.) to prospective bicyclists. The following recommendations have been developed to market bicycling at UCLA.

Recommendation #1: Create Marketing Tools

The creation of marketing tools represents the first step to marketing the UCLA bicycle program. In fact, there are many different tools that should be utilized to market bicycling, including the development of a unique logo/brand, marketing materials, and promotional accessories. Table 4-1 provides a summary of the potential marketing tools. Each of these items is discussed in greater detail below.

Unique logo/brand - it is important to develop a logo and brand associated with bicycling at UCLA. Once a logo is selected, it should be used on all bicycle marketing materials and will be a key component of the promotional campaign to increase bicycle usage at UCLA. Beyond creating a logo, it is important to create a unique marketing identity, which should consist of a distinctive branding and/or look to be used as part of all bicycle marketing materials. The brand should clearly communicate “Bike to/at UCLA” to the reader. Developing this brand can serve as a very powerful tool by creating recognition, brand loyalty, and positive association with bicycling at UCLA.

Marketing Materials - updating and creating more detailed and useful print materials, including brochures, maps, bookmarks, mailings, and annual calendar of activities, will be important to creating a successful bicycle program at UCLA. In addition to highlighting the value of bicycling to and from campus, the marketing materials must be informative and provide campus cyclists with useful information about the UCLA bicycle program. The materials should include, but not be limited to, the following materials:

Table 4-1 Marketing Tools for UCLA Bicycle Program

Categories	Description	Target Audience
Brand/Logo	Campus wide contest	ALL
Catch	Create Catch phrase,	ALL
Phrase	i.e. Bike to UCLA, Let's Gear up!	
Promotional Accessories	Water bottle, key chain, ID holder, pens, academic calendar/planner, lanyards, safety lights, etc.	ALL
Print Material (Print, Digital & Web)	Brochures	ALL
	Quarterly Newsletter	ALL
	Bulletin Board Posters (Campus Wide)	ALL
	Table Tents (Dining Halls/University Center)	STUDENTS
	Bookmarks & Flyers	ALL
	Bicycle Maps & Routes	ALL
Web Material	Transportation Web Page	ALL
	My UCLA portal	ALL
	All print material available on web	ALL
	Create a bicycling listserv	ALL
Digital	Short video (converted cycling) w/ bio on web	ALL
Media	Newspaper, Ads i.e. Daily Bruin, Student Newspapers, Staff Newspaper, UCLA Today	ALL
	Magazines (UCLA)	ALL
	Buses & Shuttles (Poster Ads)	ALL
	UCLA Radio & TV Station (Ads & Promos)	STUDENTS
	Public Access TV (Ads & Promos)	ALL
Targeted Mailings	Email Notifications	ALL
	Paper Mailings	ALL

- UCLA campus bicycle map showing all routes, bicycle rack and locker locations and other bicycle facilities, such as the UCLA Bicycle Community Center.

- Quarterly newsletter designed to provide updates on the UCLA Bicycle Program and other useful information to campus cyclists.
- Bicycle brochure that provides an overview of the UCLA bicycle program.
- Supplemental brochures to provide information on new bicycle services, such as bicycle lockers or the new UCLA Bicycle Community Center.
- Bicycle safety brochure to provide UCLA bicyclists with safe riding tips and pointers.
- Calendar of events, including bike-to-campus week activities, workshops, courses, and programs.

The Transportation Services website should include all of the information listed above, in addition to providing functional applications to service the cycling community, such as providing links to bicycle locker membership sign up and bicycle registrations. Transportation Services should also utilize targeted email broadcasts to notify the bicycling community of special events, new bicycle programs, and other relevant bicycling information.

Promotional accessories - accessories containing the newly created UCLA bicycling logo and brand should be used as promotional gifts at key events and programs throughout the year. These accessories will help increase the awareness and visibility of bicycling at UCLA. The accessories might include: key chains, water bottles, pens, id holders, reflective ankle bands, lanyards, safety lights, etc. A suggested calendar of events is presented later in this section.

Recommendation #2: Create Marketing Partnerships

Developing partnerships and allies with other campus departments and local organizations and businesses is critical as these relationships are essential for a successful bike marketing strategy. Transportation Services should work with organizations, such as UCLA Recreation, UCLA Housing Office, UCPD, local bicycle shops, student groups and other campus organizations and local government agencies, to better market bicycling on campus and throughout the Los Angeles region.

Recommendation #3: Organize Outreach Programs and Events

In order to share new information and collect input from the UCLA cycling community, it is important to organize outreach programs and events. Bike to Campus Week, which occurs during the Spring Quarter, is

one example of an existing outreach program that provides valuable information to the UCLA cycling community. Other suggested events include: periodic tabling in high traffic campus areas and at key events throughout the year, such as the UCLA travel fair, UCLA transportation fair, and employee and student orientations. Transportation Services should also invite its key partners to participate in the large events that it coordinates, such as the annual transportation fair and bike to campus activities. Table 4-2 summarizes potential partnerships, outreach events and programs for implementation.

Recommendation #4: Implement Marketing Plan

Once all the marketing planning and materials development has been completed, it is important to aggressively and strategically market the bicycle program. Many different avenues should be utilized to market the bicycle program to ensure that the UCLA community is well informed regarding bicycling issues. This section presents an overview of the best marketing opportunities to get the word out about bicycling at UCLA. There are several components which require careful consideration when implementing the marketing campaign:

- (a) Key marketing message
- (b) Marketing/media vehicles
- (c) Timing of campaign roll-out

Each of these items is discussed below in further detail:

Key marketing message – there should be one key marketing message communicated to the UCLA community: Bicycling Benefits You. This message will be supported by the following three “benefits” points:

Bike for Better Health: Target health conscious prospective cyclists by providing marketing literature that emphasizes relevant and interesting information such as “Did you know that you burn between 500 and 700 zcalories riding your bicycle at a leisurely to moderate effort for one hour?”

Bike for Clean Air: Target environmentally conscious prospective cyclists by providing marketing literature that underlines the taxing effects that car pollution has on the environment. Bicycling should be presented as an eco-friendly transportation alternative.

Biking Saves You Money, Saves You Time: Target cost-conscious and time-conscious prospective cyclists by providing marketing literature with facts and figures such as: average amount spent on gas per month/year for a car commuter, average amount of time a car commuter spends in traffic per day, etc.

Table 4-2 Marketing Opportunities for UCLA Bicycle Program

Category	Description	Target Audience	Frequency	
Partnerships	UCLA Store	ALL	On-going	
	Helen’s Bike Store	ALL	On-going	
	John Wooden Center	ALL	On-going	
	Sunset Recreation	ALL	On-going	
	Copeland’s	ALL	On-going	
	City Bus Lines (e.g., Metro/Big Blue Bus/Culver City Bus)	ALL	On-going	
	Recreational Bike Clubs	ALL	On-going	
	City of Los Angeles	ALL	On-going	
	Special Events	Table on Bruin Walk	ALL	Quarterly
		Table at Staff Picnic	Staff	Summer
Table during Student Orientation		Students	Ongoing during summer	
Table at Travel Fair		ALL	Annually	
Bike Fair		ALL	Annually	
Bike registration event		ALL	Quarterly	
Bike auction		ALL	Quarterly	
Promotional bike event during Beat SC week		ALL	November	
Bike Challenge/Bike Off		ALL	Annually	
Monthly Bike Breakfast		ALL	Monthly	
Special Programs	Create UCLA Community Bicycle Center	ALL	On-going	
	Incentives	Sale at bike partners	ALL	Quarterly
Exclusive Coupons for bike riders from partners		ALL	Quarterly	
Discount on bike maintenance		ALL	Monthly	
Incentives for Graduate Student bike riders in off campus UCLA housing		Students	On-going	
Day Parking Pass when have to bring car		ALL	Monthly	
Information Packets	New Student Orientation Packets	Students	During Summer	
	New Employee Orientation	Staff/Faculty	Monthly	
	New Faculty Handbook	Faculty	Annually	

Bicycling should also be presented as a much more economical transportation alternative that can even be a time-saving transportation option for shorter trips.

In order to “drive” the key message clearly and effectively, focus and consistency in the message is extremely critical during the initial phase of implementation. If focus and consistency is not adhered to, the key message may become distorted and there will be a slower “buy in” process from the target audience.

Marketing/media vehicles – it is recommended that print ads be placed in campus publications such as the Daily Bruin and UCLA Today to reach the general UCLA community. In addition, it is highly recommended that campus editorials be written on topics such as the increasing problems of Los Angeles traffic congestion and rising gas prices. The goal of the editorials should be to increase awareness regarding these issues and to present bicycling as a viable transportation alternative with great benefits.

Timing of campaign roll-out – it is recommended that the marketing campaign roll-out occur in April or May, as these are the months in which the weather is ideal for bicycling with the rainy season over and the hot summer months yet to arrive. Additionally, with an April or May start date, the campaign can do tie-ins with nationally observed days or months such as Earth Day (April 22), National Bike Month (May) and Clean Air Month (May). These tie-ins can be strengthened through partnerships with environmental clubs on campus which will help to increase the visibility and interest in these events or functions. The initial marketing implementation phase is recommended for a period of six months to one year, although the bicycle marketing campaign should be sustained much longer than that.

4.8 Grant Funding

Most of the recommendations presented in this document require some commitment of financial resources in order to be implemented. Chapter 6 presents the financial plan for the use of revenue generated through UCLA parking fees, fines and forfeitures. Acute fiscal responsibility must be exercised in the implementation of the bike plan as financial resources are limited and must be managed with the utmost care. Furthermore, there are insufficient financial resources available at UCLA to completely implement all recommendations in this plan without pursuing outside grant opportunities.

Recommendation #1: Pursue Grant Funding

It is recommended that grant funding be pursued to assist in funding various bicycle improvements. Appendix H provides examples of various

grant opportunities available for bicycle related improvements. As is evident from reviewing the grant opportunities for bicycle improvements, there is a considerable amount of money available for bicycle projects particularly considering the \$3 billion allocated to bicycle and pedestrian projects in the recently reauthorized federal transportation legislation. However, there is a considerable amount of competition for these funding sources so UCLA will need to selectively and strategically pursue the grant opportunities that are most appropriate. In many instances, UCLA will need to partner with local jurisdictions in order to be eligible for specific grant funding.

5.0 IMPLEMENTATION PLAN

This chapter presents the implementation plan of the bicycle plan. Table 5-1 summarizes the proposed recommendations that should be implemented during the first two years of the bicycle plan implementation to include Academic Year 2005/06 and Academic Year 2006/07.

Table 5-1 Short Term Implementation Plan for Bicycle Program (AY 2005/2006 to AY 2006/2007)

Chap. 4 Section	Recommendation Description	Discrete or Ongoing?	Status
4.1 Rec. #1	Bike Transit Hub	Discrete	In Process
4.2 Rec. #1	Campus Bikeway Network	Both	In Process
4.2 Rec. #2	Campus Signage Plan	Both	In Process
4.3 Rec. #1	Increase Bike Parking	Ongoing	Partially Complete
4.3 Rec. #2	Establish Bike Rack Standard	Discrete	Completed
4.3 Rec. #3	Install Bike Lockers	Discrete	Completed
4.3 Rec. #4	Bike Parking Requirements for New Campus Construction	Discrete	In Process
4.4 Rec. #1	Discounted Rates for Car Sharing	Discrete	Completed
4.4 Rec. #3	Create UCLA Community Bike Center	Discrete	Completed
4.4 Rec. #4	Discounted Shower Access for UCLA Employees	Discrete	Completed
4.5 Rec. #1	Enforce Cycling Laws	Ongoing	In Process
4.5 Rec. #2	Offer Bicycle Registration	Ongoing	Completed
4.5 Rec. #3	Create Dismount Policy	Discrete	In Process
4.5 Rec. #4	Complete Quarterly Impounds of Abandoned Bicycles	Ongoing	Not Begun
4.6 Rec. #1	Establish Bike Safety and Education Program	Ongoing	In Process
4.6 Rec. #2	Bike Safety Data Collection and Analysis	Ongoing	Not Begun
4.7 Rec. #1	Create Marketing Tools	Ongoing	Partially Complete
4.7 Rec. #2	Create Marketing Partnerships	Ongoing	In Process
4.7 Rec. #3	Organize Outreach Programs and Events	Ongoing	In Process
4.7 Rec. #4	Implement Marketing Plan	Ongoing	In Process

The recommendations from Table 5-1 labeled as ongoing will carry over beyond the short term implementation phase of the bike plan. In addition to continuing with the implementation of these recommendations, Table 5-2 provides the recommendations that should be implemented from AY 2007/08 to AY 2009/10.

Table 5-2 Long Term Implementation Plan for Bicycle Program (AY 2007/2008 to AY 2009/2010)

Chap. 4 Section	Recommendation Description	Discrete or Ongoing?	Status
4.1 Rec. #2	Work with Local Municipalities to Construct More Bikeways	Ongoing	In Process
4.2 Rec. #3	Other Infrastructure Improvements	Ongoing	Not Begun
4.4 Rec. #2	Provide Financial Incentives to Bicycle Use	Discrete	Not Begun
4.4 Rec. #5	Install Showers in UCLA Buildings	Ongoing	Not Begun
4.8 Rec. #1	Pursue Grant Funding	Ongoing	Not Begun

6.0 FINANCIAL PLAN

This chapter presents the financial plan for the implementation of the bicycle plan. Table 6-1 presents a summary of the bicycle program budget for Academic Year 2005-06 through Academic Year 2009-10. It is expected that UCLA parking revenue and citations and forfeiture revenue will be utilized to cover the expenses shown in Table 6-1, unless other funding can be secured.

Table 6-1 Bicycle Program Budget

	2005-06	2006-07	2007-08	2008-09	2009-10
<u>Infrastructure</u>					
Bicycle Racks	\$10,000	\$10,250	\$15,000	\$15,500	\$16,000
Bicycle Lockers	\$1,000	\$25,000	\$1,000	\$26,500	\$1,100
Bicycle Signage	\$10,000	\$10,300	\$5,000	\$5,150	\$5,300
Bicycle Network	\$25,000	\$25,750	\$26,500	\$27,300	\$28,000
Capital Programs Review	\$7,500	\$7,750	\$8,000	\$8,250	\$8,500
<u>Special Programs</u>					
UCLA Bicycle Center	\$7,500	\$2,500	\$2,575	\$2,650	\$2,725
Misc. Bicycle Incentives	\$2,000	\$2,050	\$2,100	\$2,150	\$2,200
<u>Services</u>					
Marketing	\$10,000	\$6,000	\$6,150	\$6,300	\$6,450
Safety Courses	\$3,000	\$3,100	\$3,200	\$3,300	\$3,400
Consulting Services	\$20,000	\$10,000	\$21,000	\$11,000	\$22,500
Total	\$96,000	\$102,700	\$90,525	\$108,100	\$96,175

7.0 APPENDICES

7.1 Appendix A – Bicycle Transportation Account Requirements

This appendix presents the requirements of the Bicycle Transportation Account as stipulated by the eleven elements of Streets and Highways Code Section 891.2 and references are provided to the appropriate sections of the bicycle master plan that provide the requested information:

1. The estimated number of existing bicycle commuters in the plan area and the estimated increase in the number of bicycle commuters resulting in the implementation of the plan. See Sections 1.1, 1.4 and 2.7 for details.
2. A map and description of existing and proposed land use and settlement patterns which shall include, but not be limited to, locations of residential neighborhoods, schools, shipping centers, public building and major employment centers. See Section 2.4 for this information.
3. A map and description of existing and proposed bikeways by class number (I, II, III). See Figures 2-5 and 4-1 which presents these maps and refer to Section 2.6 for a description of these facilities.
4. A map and description of existing and proposed end of trip bicycle parking facilities. These shall include, but not be limited to, parking at schools, shopping centers, public buildings, and major employment centers. See Figure 2-4 and Section 2.6.
5. A map and description of existing and proposed bicycle transport and parking facilities for connections with and use of other transportation modes. These shall include, but not be limited to, parking facilities at transit stops, rail and transit terminals, ferry docks and landings, park-and-ride lots, and provisions for transporting bicyclists and bicycles on transit or rail vehicles or ferry vessels. See Figure 2-2 and Section 2.5.
6. A map and description of existing proposed facilities for changing and storing clothes and equipment. These shall include, but not be limited to, locker, restroom, and shower facilities near bicycle parking facilities. See Figure 2-3.
7. A description of bicycle safety and education programs conducted in the area included within the plan, efforts by the

law enforcement agency having primary traffic law enforcement responsibility in the area to enforce provisions of the Vehicle Code pertaining to bicycle operation, and the resulting effect on accidents involving bicyclists. See Section 2.3.

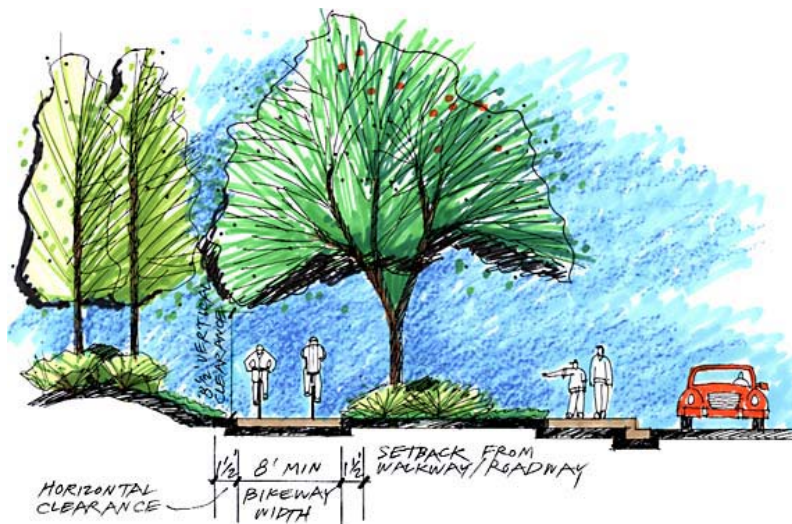
8. A description of the extent of citizen and community involvement in development of the plan, including, but not limited to, letters of support. See Chapter 3 for a complete description of community involvement and public outreach. Letters of support are shown in Appendix E.
9. A description of how the bicycle transportation plan has been coordinated and is consistent with the other local or regional transportation, air quality, or energy conservation plans, including, but not limited to, programs that provide incentives for bicycle commuting. See Section 2.1.
10. A description of past expenditures for bicycle facilities and future financial needs for projects that improve safety and convenience for bicycle commuters in the plan area. See Section 2.2 for past expenditures and Chapter 6 for future expenditures on bicycle improvements.
11. A description of the projects proposed in the plan and a listing of their priorities for implementation. See Chapter 4 and 5 for this information.

7.2 Appendix B – Bikeway Definitions

There are several different types of bikeways which will be considered in the development of this bicycle plan. Chapter 1000 of the Highway Design Manual references three different types of bicycle facilities, which are defined below:

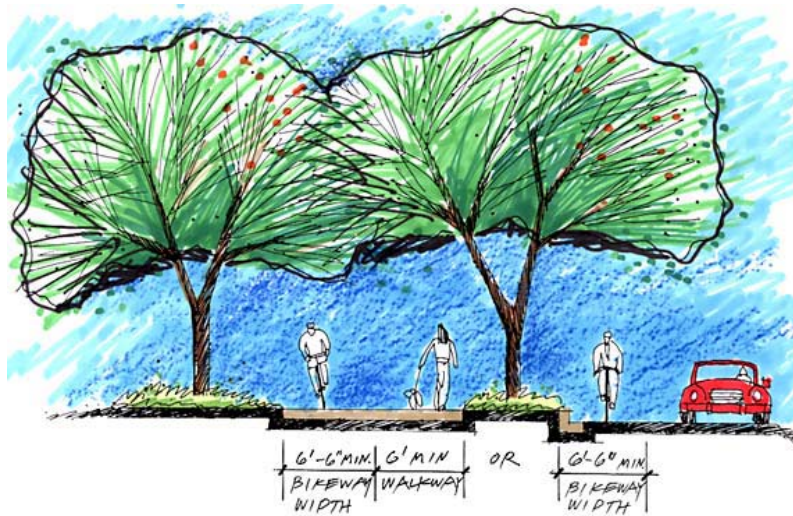
Class I Bikeway (Bike Path) – provides a completely separated right of way for the exclusive use of bicycles and pedestrians with crossflow minimized (see Figure 7-1). Class I bike paths provide cyclists with the safest means of travel, although at-grade crossings of vehicular roadways can be problematic. Class I facilities require the greatest amount of land and are often utilized by recreational cyclists.

Figure 7-1 Two-way Class I Bike Path



Class II Bikeway (Bike Lane) – provides a striped lane for one-way bike travel on a street or highway (see Figure 7-2). Class II bike lanes are established in areas of significant bicycle demand and are typically located along collector and arterial roadways that provide direct connections throughout the street network. Although Class II bike lanes require less space than Class I bike paths, five to six feet of roadway width are required for a one-way Class II bike lane.

Figure 7-2 One-way Class II Bike Lane



Class III Bikeway (Bike Route) – provides for shared use with pedestrian or motor vehicle traffic and are identified only by bike route signage (see Figure 7-3). Class III bike routes are often used in high demand corridors and require the least amount of space since there are no pavement markings.

Figure 7-3 One-way Class III Bike Route







The Highway Design Manual emphasizes that the Class I, II and III bikeway classifications should not be interpreted as a hierarchy of bikeways (e.g., one classification is better than the other). Rather, it is suggested that each bikeway classification has its appropriate application. Furthermore, the Highway Design Manual recommends continuity in

bikeway design. In other words, alternating between different bikeway classifications along one route is not recommended.

7.3 Appendix C – Spring 2004 Student Survey

Transportation Web Survey <http://www.transportation.ucla.edu/SURVEYS/STUDENT/survey.asp>

UCLA   **Semi-Annual Student Transportation Survey**  

Welcome to the Semi-Annual UCLA Student Transportation Survey!
 You are among select students who have been randomly chosen for this study. There are 17 questions on Transportation and Mobility, plus 3 others. They take about 3 minutes to complete. You are automatically entered for the "Pizza or Dough" prizes.

1. When you are on campus, how do you get from place to place most of the time? (check all that apply)


Walk
 Campus Shuttle Bus
 Bicycle
 Skateboard/Scooter/Moped
 BruinGo!
 Car
 Other _____

2. Do you live on-campus in the residence halls or suites? Yes No

3. What zip code do you commute from? (If you live on-campus, write in '90095') ... | _____

4. How did you travel to UCLA during the week, April 12th to April 16th? Please check your primary mode of travel for each day. If you live on campus, or if you did not travel to UCLA on a particular day, check, "Did Not Travel".

	Mon	Tue	Wed	Thu	Fri
DID NOT TRAVEL TO CAMPUS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campus Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dropped Off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drove Alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transit (bus)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vanpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 **Travel by Bicycle**

5. Do you own a bicycle which is in working condition at your student residence? Yes No

6. How often do you use a bicycle for **recreational** trips or **errands**?

Daily
 At Least Weekly
 At Least Monthly
 Seldom or Never

7. How often do you use a bicycle **for commute trips to and from UCLA**?

Daily
 At Least Weekly

- At Least Monthly
- Seldom or Never

8. What prevents you from commuting to UCLA on bike more often?

(check all that apply - check NA if you commute by bike regularly)

- Takes too long
- Too much traffic
- Too far away
- Too hilly
- Not safe routes
- Need to change clothes/carry things
- Not practical for me
- Other _____
- N/A - Regular biker

9. From this list of potential bikeway items, please pick the **one(1)** that is **MOST IMPORTANT** for getting to UCLA. If we have missed something, write it in.

(All respondents: Please fill this section out, whether or not you ride a bike)

- Better routes to campus
- Better routes on campus
- Bike lockers (lockable containers)
- Maps of routes to campus
- Better signage for bike parking areas
- More bicycle parking
- Safety education programs
- Bike repairs/sales on campus
- Showers & clothing locker areas
- Elimination of road hazards (describe give location) _____
- Other _____

10. From this list of potential bikeway items, please pick the **one(1)** that is **LEAST IMPORTANT** for getting to UCLA. Again, if we have missed something, write it in.

(All respondents: Please fill this section out, whether or not you ride a bike)

- Better routes to campus
- Better routes on campus
- Bike lockers (lockable containers)
- Maps of routes to campus
- Better signage for bike parking areas
- More bicycle parking
- Safety education programs
- Bike repairs/ sales on campus
- Showers & clothing locker areas
- Elimination of road hazards (describe give location) _____
- Other _____

11. Where would you like additional bicycle parking on campus? (choose one)

- Don't know/ Does not pertain to me
- Current Bike Parking is adequate

Parking is needed at these location(s) _____



Travel by Transit

12. How often do you ride public transit (other than Campus Express) for **recreational** trips or **errands**?

- Daily
- At Least Weekly
- At Least Monthly
- Seldom or Never

13. How often do you ride public transit (other than Campus Express) **to get to UCLA for school and or work?**

- Daily
- At Least Weekly
- At Least Monthly
- Seldom or Never

14. When you use transit, do you have a transit pass? (check all that apply)

- Do not ride transit
- NO, just Bruin Card
- Yes -Flash Pass
- Yes -MTA Pass
- Yes - EZ Pass
- Other _____



Travel by Vehicle

15. Do you own or have access to a vehicle (car/truck) while you're at school? Yes No

16. If you bring a vehicle to campus, where do you usually park?

- I do not bring a vehicle to campus
- I have a UCLA Daytime parking permit
- I have a UCLA Night/Weekend parking permit
- I buy a daily permit for a UCLA structure
- I park at meters on campus
- I park near campus in Westwood
- I drive part-way, and then catch a bus to campus
- Other _____

17. Do you think you will use the campus Flexcar/share car program?

- I don't know what Flexcar is
- Yes, I am likely to use Flexcar. I am 21+ years old.
- No, I want to use Flexcar but am under 21 years old.
- No, I do not plan to use Flexcar

3 Three Quick & Final Questions

18. What is your gender? Male Female

19. What is your UCLA student status? Undergraduate student Graduate student

20. Are you currently employed on campus (e.g. T.A., R.A., ASUCLA, etc.)? Yes No

Optional

What streets make up the closest intersection to your current or student residence?

— And

If you have any questions, please contact us at : survey@ts.ucla.edu or call (310) 825-7835.

7.4 Appendix D – Summer 2004 Online Bicycle Survey

UCLA Bicycle Commuting Survey

UCLA Recreation and Transportation Services are working together to improve bicycling conditions on campus. We're considering several new programs and enhanced services, such as bicycle rentals, bicycle storage lockers, bicycle registration, and shower facilities for staff/faculty to make it easier for bicyclists to commute to campus.

Please provide us with your essential information and feedback that will help us better meet your bicycling needs. The following questionnaire should take only a few minutes to complete.

Upon completion, participants can enter to win one of many great prizes including gift certificates to Helen's Cycles and free recreational activity classes at the Wooden Center.

UCLA Bicycle Commuting Survey

Please answer the following questions about yourself and your commute. Your responses will be kept confidential.

1
What is your gender?

- Male
- Female

2
What is your current zip code from which you commute?

3
Approximately how often do you bicycle to campus?

- 4-5 times/week
- 2-3 times/week
- 1 time/week
- Less than 1 time/week
- Never

4

What is your current affiliation with UCLA?

- Undergraduate Student
- Graduate Student
- Faculty
- Staff
- Other, Please Specify

UCLA Bicycle Commuting Survey

Please read the following service description and answer the questions below.

UCLA Recreation and Transportation Services are researching the possibility of providing shower and locker room access inside the Student Activities Center or Fit Center South to faculty and staff bicycle commuters. Participants would be assigned their own locker to use for the year.

5

How likely would you be to INCREASE the number of times per week you bicycle to campus if you had access to on-campus shower and locker facilities?

Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
1	2	3	4	5

6

How interested would you be in buying a yearly pass for shower and locker facilities if priced within your budget?

Not at all interested	Not interested	Neither Interested nor Uninterested	Interested	Very Interested
1	2	3	4	5

UCLA Bicycle Commuting Survey

7

At what price would a pass for shower AND locker facilities begin to seem so expensive that you would not buy it?

- \$30/year
- \$40/year
- \$50/year
- \$60/year

8

How interested would you be in buying a yearly pass for SHOWER FACILITIES ONLY if priced within your budget?

Not at all interested	Not interested	Neither interested nor uninterested	Interested	Very Interested
1	2	3	4	5

9

At what price would a pass for SHOWER FACILITIES ONLY begin to seem so expensive that you would not buy it?

- \$10/year
- \$20/year
- \$30/year
- \$40/year

UCLA Bicycle Commuting Survey

Below is a photograph of a bicycle storage unit that may soon be available for rent at UCLA. These units provide enclosed and secure bicycle parking. Please answer the questions that follow based on this description and photo.



10

How interested would you be in having secure bicycle storage lockers available on-campus for quarterly rental?

Not at all interested	Not interested	Neither interested nor uninterested	Interested	Very Interested
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

UCLA Bicycle Commuting Survey

11

Please rate the following locations for bicycle storage based on your likelihood of use. Note that a rating of 1="very unlikely" and 5="very likely to use".

1 Very unlikely	2 Unlikely	3 Neither likely nor unlikely	4 Likely	5 Very likely
Campus Parking Structure 2 (East Campus, Near Faculty Center)				
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Campus Parking Structure 3 (North Campus, Near Sunset)				
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Campus Parking Structure 4 (North of Wooden Center)				
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Campus Parking Structure 7 (Under Intramural Field)				
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Campus Parking Structure 9 (Westwood Plaza)				
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Campus Parking Structure Dykstra DeNeve (LATC, Bradley Int'l Hall)				
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

12

At what price would a bicycle storage locker rental seem so expensive that you would not purchase it?

- \$15/quarter
- \$20/quarter
- \$25/quarter
- \$30/quarter

UCLA Bicycle Commuting Survey

13

If UCLA began registering bicycles to improve the bicycle theft recovery rate, how likely would you be to register your bike?

Very Unlikely	Unlikely	Neither likely nor unlikely	Likely	Very Likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14

If the following items were made available for sale or rent at the new Outdoor Adventures Resource Center, located in the west addition of the John Wooden Center, how likely would you be to buy or rent?

1 Very unlikely	2 Unlikely	3 Neither Likely nor unlikely	4 Likely	5 Very likely
Bicycles				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inline Skates				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle Accessories/Parts				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle Repairs/Tune-Ups				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15

We'd love to hear your feedback! Additional comments or concerns about the topics discussed in this survey are welcome.

16

Please type your name and email address here to be entered to win Adidas clothing or gear, a free activity class at the Wooden Center, a gift certificate to Helen's Cycles, or a voucher for rental dollars at the UCLA Recreation Outdoor Adventures Resource Center.

Name

Email Address

17

Please type your contact information here if you would like to be contacted in the future about the bicycle solutions discussed in this survey.

Name

Address

City

State

Zip

Email Address

UCLA Bicycle Commuting Survey

Thank you very much for your time and feedback! Please hit the submit button to exit the survey.

7.5 Appendix E – Letters of Support

To Whom It May Concern,

I have been commuting from Culver City to UCLA by bicycle for nine years.

My oldest daughter is a student at UC Santa Barbara; she gets around campus by bicycle. UCSB is extremely bicycle-friendly. There are bike paths through the middle of the campus. There is a bike shop on campus, where students and staff can get repairs, accessories, and cheap helmets. At least once a year, there is an auction of used bicycles. There are so many bicyclists on campus that a pedestrian may have to wait 30-40 seconds to cross a bike path, because bicycles have the right of way. I am encouraged by the new bike racks at UCLA, and by the effort to implement a Bicycle Master Plan. For that plan, I would suggest that you ask UCSB Transportation Services what they have done, and try to do as much of it as possible at UCLA.

Sincerely,

David Sookne

To Whom It May Concern:

I am writing to express my strong support for the UCLA Campus Bicycle Master Plan.

As a former UCLA graduate student who bicycled regularly to campus, I always felt like a second-class citizen at UCLA which would spend millions of dollars on new parking garages for students who could afford a car but had very poor accommodations for those who chose to bicycle to campus either because of poverty or environmental principle (or both).

I believe the cause of UCLA's discriminatory and environmentally-wasteful lack of support and accommodation for bicyclists was the result of the campus not having a Bicycle Master Plan. I believe that UCLA is one of only two UC campuses without a Bicycle Master Plan, and I therefore wholeheartedly support the adoption of this Plan and the immediate implementation of its recommendations.

I would like to stress that funding for implementation of the Plan's recommendations is critical: adoption of the Bicycle Master Plan should be the first step in making UCLA a bike-friendly destination, not the last or only step.

I have also heard about and am encouraged by the recent efforts UCLA has made to improve conditions on campus by installing new racks and holding a community meeting to garner input for the bike master plan and campus facilities. I feel that that UCLA has been too slow at times to respond to cyclists' needs, but I am encouraged by recent developments.

I encourage UCLA to fully fund and implement the plan and to work with other government agencies to ensure safe access from all routes leading on to campus.

Sincerely,
Jeremy Nelson
Policy Director
Transportation for a Livable City (TLC)
995 Market St., Suite 1550
San Francisco, CA 94103
Office: 415.344.0489
Cell: 415.425.9848
Fax: 775.540.9813
E-mail: jeremy@livablecity.org
Web: www.livablecity.org

Dr. Raphael D. Sagarin
SEA-LABB (Scientific Environmental Assessment for Los Angeles Basin
& Bay)
Institute of the Environment
Hershey Hall
University of California
Los Angeles, CA 90095-1496
310-794-4904 office

To Whom It May Concern,

This letter is to express my strong support for the development of a Master Plan for bicycles at UCLA. I am a researcher at UCLA's Institute of the Environment and I bike most days to campus from Culver City. Having done graduate work at UC Santa Barbara which effectively encourages and manages thousands of bike riders every day, I have been extremely disappointed with the lack of consideration of bicycle commuters at UCLA. My disappointment is especially acute because UCLA clearly has far greater needs to encourage bike commuting than UC Santa Barbara.

I would encourage the planners to consider some of the efforts of UCSB's "transportation alternatives program". One very useful thing was a quarterly scratch off card for bike commuters (those who did not buy a parking pass) for 5 days of parking on campus. This gave me the security to know that in a pinch on a rainy day, or for some other need, I could park on campus. Having creative alternatives in place will encourage more bike commuters. Additionally, the bike racks at UCLA are completely inadequate on campus in design, numbers, and locations. A campus cooperative fix-it shop would be excellent, as well.

Thank you,

Dr. Raphael Sagarin

Institute of the Environment

UCLA

To Whom It May Concern:

I am in full support for the UCLA Campus Bicycle Master Plan.

I want the Bicycle Master Plan to be the first step and hope that there are many steps in the future toward making UCLA a bike-friendly destination. I am encouraged by the recent efforts UCLA has made to improve conditions on campus by installing new racks and holding a community meeting to garner input for the bike master plan and campus facilities. I encourage UCLA to fully fund and implement the plan and to work with other government agencies to ensure safe access from all routes leading on to campus. I have heard about some aspects of the plan, although they are not finalized yet.

Some aspects of the plan I would like to recommend and support are a campus wide route around the perimeter. I am encouraged by the suggestions for holding bicycling classes and workshops. I am very excited about the prospect of having a do-it-yourself bike maintenance space with tool lending library and a small retail shop selling discounted parts and safety equipment. I also support more bike racks in appropriate locations around campus.

In the long range future, eventually I would like to see more routes going to campus, from the LA area.

Also I would like to recommend more marketing to engage the general student population about bike master plan and the benefits of biking. Some general ideas could be to have an aspect of transportation services actually on campus, or more community meetings.

Again, I am in full support of the UCLA Campus Bicycle Master Plan and I encourage UCLA to work with other governmental agencies to continue.

Sincerely,

Dorothy Kieu Le

3rd Year Undergraduate

Biochemistry

Avid Biker

To Whom It May Concern:

The UCLA Bicycle Advocacy Committee (BAC) seeks to provide planning input, education, and awareness to encourage bicycle transportation as an alternative means to accessing campus safely, quickly, efficiently, inexpensively, and in an environmentally and socially sustainable way. Our members are the students, staff and faculty of UCLA. We have worked to ensure that cyclists have a voice on campus and are considered in planning decisions made by UCLA's Transportation Services group.

Unlike many other University of California campuses, UCLA can be difficult to access by bike. Depending on which direction cyclists are coming from access points are extremely dangerous. Sunset and Wilshire Boulevards are nightmares for cycling but they are the most direct route for many existing and potential bike commuters. We would like to see the Bicycle Master Plan as the first step in making Westwood a bike-friendly area. Clearly the Los Angeles Department of Transportation and Metro need to commit to a philosophy of routine accommodation of cyclists, starting with the important but dangerous streets that lead to Westwood.

Recently Transportation Services has been making a concerted effort to improve conditions on campus by installing new racks and holding a community meeting to garner input for the bike master plan and campus facilities. While we feel that that UCLA has been too slow at times to respond to cyclists' needs, we are encouraged by recent developments.

We hereby express our strong support for the UCLA Bicycle Master Plan. We encourage UCLA to fully fund and implement the plan and to work with other government agencies to ensure safe access from all routes leading on to campus.

Sincerely,

UCLA Bicycle Advocacy Committee
Co-Chairs
James Black
Martin Lukac

To Whom It May Concern:

I would like to express my full support for the UCLA Bicycle Master Plan.

UCLA has not historically provided bicycle infrastructure at levels similar to most other universities. Because of our unique terrain, limited real estate to work with, and a highly car-centric mindset, UCLA poses a challenge to popular cycling compared with other universities. But I sincerely believe we can overcome this challenge by thinking critically and creatively about cycling infrastructure.

The implementation of a Bicycle Master Plan at UCLA is a major first step in making UCLA bicycle-friendly and reducing our student body's unsustainable reliance on motor vehicles. This is especially critical as we enter a time of rapidly increasing oil prices; as driving to school becomes more expensive, many more students will opt for economically viable modes of transportation. We have already seen the number of cyclists commuting to campus jump this past year; UCLA must prepare for and encourage this increase in ridership. The BMP provides an outstanding framework for bike policy over the next five years.

In addition to what is laid out in the BMP, I would also like to see UCLA using its weight as the city's largest employer to promote bicycle improvements throughout the wider community – from Westwood to Palms, West Hollywood, and Santa Monica. As a UCLA student without a car or a driver's license, I am completely dependent on my bicycle for off-campus activities. The quality of off-campus routes and the behavior of Los Angeles drivers towards cyclists currently deter many folks from choosing cycling. I hope that more students and faculty in the geographically dispersed area that UCLA serves will be able to safely ride bikes around town in the coming years, especially students living on campus.

Seeing new infrastructure on campus already, such as the Community Bike Shop, excites me about the future of cycling at UCLA. Let's keep that momentum going by adopting the Bicycle Master Plan.

Regards,

Michael Tank

3rd Year, Design | Media Arts
UCLA Bike Advocacy Committee

7.6 Appendix F – Community Feedback on Draft Bicycle Master Plan

In fall 2005, the draft Bicycle Master Plan was circulated throughout the UCLA community and posted on the Transportation Services website to solicit comments and feedback. A meeting was also held in November 2005 as a forum for community feedback. The table below summarizes the comments received and the response to the comments.

Bicycle Education

Comment	Response
Change to “offer bicycle commuting skills as well as safety courses.” In other words, two courses, one focusing on safety only.	One course will be offered incorporating both items.

Marketing, Incentives, & Special Events

Comment	Response
Provide better incentives to bicycle commuters – For example, UCSD offers a free 10 day per quarter parking permit to students who carpool, bike to campus, etc. and who do not purchase regular parking permits. That way bicycle commuters can drive to school if it’s raining, they don’t feel well, etc. Or maybe a free X-pass to the classes at the Wooden Center.	See section 4.4 on proposed bicycle incentives. Wooden Center classes incorporated into recommendation #4.
Section 4.6 Marketing: Ultimately, the best way to get people to ride bikes to campus is to make it a safe and convenient experience. People will ride bikes to campus when they see other people ride bikes to campus. It’s not clear to me how valuable a marketing program is or whether that money couldn’t be better spent elsewhere. It’s not a matter of selling people on the idea that we have a good program; rather, it’s a simple matter of having a good program. Once that is accomplished, the program will sell itself.	UCLA is working to create a safer bicycling environment. Marketing initiatives will be selectively and strategically implemented, focusing on prospective bicyclists.
Host events to build bicycle community such as free breakfasts for bikers.	Incorporated in Table 4-2.
Create a point system to reward bikers for biking to campus (San Diego has a model program). Bikers could get a free coffee or muffin if they bike, get a stamp at the food table. The numbers of stamps could translate to free parking day pass. Extend UCLA Ride Card benefit to students	See section 4.4 on proposed bicycle incentives.
Put signs with bike route map in strategic locations such as on Daily Bruin stands and near bike racks. More signage needed to identify bike routes, how to get from A to B	See section 4.2, recommendation #2 for additional information.

Put better bicycling information on the Transportation Services website and make it easier to find.	The Transportation Services website is being redesigned and the bicycle page is improving. See section 4.7, recommendation #1 for further information.
Loan bikes, instead of giving financial bike loans. New bikers need better info before they can choose an appropriate bike to buy. By borrowing a bike they can figure out what type of bike they would want Or, could loan bikes AND give bike loans. This should be added to the recommendations.	Bike loan language was removed from section 4.4, recommendation #3. Bicycle lending project is a student initiative, which is encouraged as a means of increasing bicycle use and awareness.

Bike Parking & Dismount Zones

Comment	Response
<p><u>Bike rack comments:</u></p> <p>I think the east and west side of Powell library is a very convenient place to install the racks and promote a bike friendly campus.</p> <p>New bike racks near Bruin Walk good, but could be spaced maybe 2 inches further apart (difficult to access when someone parks their bike badly)</p> <p>There is a desire for bike parking in front of Powell (despite campus architectural issues) Why do bike racks have to be hidden?</p> <p>There is nothing here that relates to Section 4.3 "Improve Bicycle Parking at UCLA". Specifically, if bicyclists are expected to dismount from their bicycles at given points on campus, then bicycle racks should be located at those dismount points. Many bike racks are currently located in pedestrian areas, which means that either people are going to ride through pedestrian areas, or else they are going to have to walk their bikes long distances before locking them up. Establishing bike racks at the dismount areas would help promote compliance with this requirement.</p>	<p>These comments will be considered for future bike rack installations.</p>
There is confusion about where bikers are not allowed to be on campus and why	See section 4.5, recommendation #3.
The dismount zone should be expanded to include no downhill riding on Bruin Walk between CEY and the entrance to Drake Stadium. Officer Ward thinks this should be in place 24-7.	Incorporated into section 4.5, recommendation #3.

<p>Section 4.3 Improve Bicycle Parking at UCLA</p> <p>No mention is made of removing abandoned bicycles. These bicycles take up space, and as parts are often removed from them, the visual impact of a rusted out, stripped down bike creates perhaps an exaggerated sense among other bicyclists of the danger of theft. My understanding is that such bikes are only removed on a quarterly basis. Perhaps this needs to be done more frequently.</p>	<p>Incorporated as recommendation #4 in section 4.5.</p>
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Bike Routes

Comment	Response
<p>There should be an east-west route across campus, don't keep bikers only at the margins of campus. Class III lanes are a short-term solution, but the plan should include a commitment to research possibilities for improved east-west linkages (Class I or II).</p>	<p>See section 4.2, recommendations #1 and #3.</p>
<p>The plan should provide a map for on campus. For example, the route from MS to Royce. Or from Gayley and Strathmore to Dodd or Powell Library. We may need an elevator for cyclists only.</p>	<p>See section 4.7 recommendation #1 pertaining to UCLA campus map.</p>
<p>The "sharrow" stencils recently gained approval for use in California. All the Class III routes should have them. This will add a lot of visibility for bikes on these streets, as well as for bikes in general.</p>	<p>This stencil will be used to designate UCLA bicycle route network.</p>
<p>BAC recommends that instead of "Share the Road" signs (page 49), UCLA should use the new ones that say "Bicyclists Allowed Full Use of Lane." Share the Road signage has surprisingly, been interpreted by some motorists as a reminder to cyclists that they must defer to motorists.</p>	<p>This sign will be considered for bike route network planning.</p>
<p>Section 4.2 Improve On-Campus Bicycle Accessibility: Recommended are a number of Class III bikeways. However, such bikeways merely create the illusion that bikeways exist, when in fact, apart from a few signs that no person driving a car pays any attention to, a Class III bikeway is not significantly different from a plain old road. UCLA should either employ genuine Class I or Class II bikeways or else leave a road as it is and put the money to better use elsewhere. Extensive use of Class III bikeways is simply a tacit admission that meaningful bikeways are sorely lacking. It corrects a false impression that the campus</p>	<p>The implementation of the proposed Class III on-campus bike network is expected to improve bicycle visibility, awareness and safety. Class I and II bikeways require considerably more space than a Class III bikeway, which is why they are not currently recommended in the Bike Master Plan. As referenced in section 4.2, recommendation #1, UCLA will continue to evaluate means of improving intra-campus bicycle circulation, which could include installation of Class I and II bikeways.</p>

is more bike-friendly than it really is. Though a Class II bikeway is proposed around part of the perimeter of the campus (along Gayley Avenue), none is proposed within the campus. The plan suggests that Class I and Class II paths on campus are not "feasible" though no explanation is given as to whether they are not feasible due to economic limitations or space limitations. In either case, this is an assertion that requires elaboration. For example, at least five years ago it was suggested to Transportation Services that a Class I or Class II bike path be built on Westwood Boulevard north of Le Conte. Since it is a wide space that will be completely reconfigured upon completion of the new Westwood Replacement Hospital, it seems that both space and economic considerations are not a problem. And yet, Transportation Services has steadfastly declined to implement a Class I or Class II lane there, and the master plan does not elaborate on why. Another example is that even when Parking Lot 36 was completely redone, UCLA did not use that as an opportunity to significantly enhance bicycle access, even though it is adjacent to the Class I bike path approaching Wilshire from the south along Veteran Avenue.

Moreover, I recall Sarah Jensen, then Assistant Vice Chancellor, stating at a public meeting unveiling the Westwood Replacement Hospital project that a separate bike path would be established in the southeast part of campus once the emergency room was moved to the southwest side of campus. Yet this bikeway is nowhere mentioned in the master plan. I have a difficult time understanding why, even when capital projects costing millions of dollars are carried out and roadways are already being realigned, UCLA Transportation Services does not jump at the opportunity to make it more bike friendly, but instead continues to repeat the mantra, as if it is a hardwired response, that Class I and Class II bike paths are not feasible anywhere on campus. Where there is a will, there is a way. But is there a will?

Transportation Services is not aware of this suggestion nor were any plans for a bikeway at the location of the existing hospital incorporated into the 2002 Long Range Development Plan.

Budget/Financial Suggestions and Information

Comment	Response
For a more realistic budget table, suggest factoring for inflationary increases (in all categories) in successive years where currently the same amounts are repeated.	Incorporated.
Tax free benefits as of 1/1/2005 are \$105 for vanpool fares and transit passes, and \$200 for parking. In 2006, transit and vanpool tax free levels remain the same but parking will increase to \$205 according to IRS Revenue Procedure 2005-70, section 12	Incorporated.
The dedicated staff position(s) should be put into the budget on page 56. It will take at least one full-time person to implement this plan properly, probably more.	Plan will be implemented with existing staff.
Need to add money to the budget for Capital Programs Review (\$5-10K).	Incorporated in financial plan.

Cars & Bikes

Comment	Response
Educate the non-cycling public. I am occasionally honked at and yelled at when I bike to/from campus. People tell me to ride on the sidewalk, take up less room, etc. I received a bumper sticker that has the LA code which states that cyclists have full rights to the road – maybe street signs of this sort would help. Or just more “share the road” signs. I’m considering pinning a large sign on my back, but educating drivers would be less embarrassing.	See section 4.6, recommendation #1.
The regulations that UCPD should enforce are one-sided, inasmuch they cover all the things that bicyclists should be cited for, but make absolutely no mention of bicycle-unfriendly behaviors that automobile drivers and/or pedestrians should be cited for. The single biggest problem bicyclists face is vehicles that do not respect a bicyclist's right of way. So why is the plan only focused on enforcing the law against bicyclists, while not focused on enforcing the law against drivers of automobiles?	UCPD is responsible for enforcement of motor vehicle compliance with the California Vehicle Code. Educational campaigns focusing on drivers and bicycles are also recommended to improve overall safety.
Create campaigns to promote/enforce bicycle etiquette (for both bikers and motorists) with flyers, slogans, etc. This is more effective than marketing schemes.	See Section 4.6, Recommendation #1 for additional details.
Bikes have trouble with vanpools too (on Tiverton). Need to educate vanpool drivers. Maybe put circle mirrors on all vanpool vehicles too.	Incorporated into Section 4.6, Recommendation #1.

More Recommendations for Action

Comment	Response
Is there a need to increase monitoring of roadway surface conditions for cyclists along Westwood Plaza, between the Ackerman Turnaround and Le Conte, due to increased bus travel on the roadway?	Incorporated into section 4.2, recommendation #1.
Under Goal 5 on page 4, some stronger language would help to sustain the program. Perhaps something saying "establish the UCLA BAC as a permanent committee," and "dedicate full-time staff" or "dedicate a full-time bicycle coordinator position on campus."	Staffing is constrained at present, but will be evaluated as referenced in Section 1.4, Goal #5. Cycling issues are currently addressed through the Transportation Services Advisory Board.
Suggest adding another performance measure: Increase number of “bikes on buses” arriving on/at campus—vanpools?	Incorporated.

Other Bike Amenities

Comment	Response
Make it easier to get around campus. If intra-campus bike paths are not feasible, at least install bike gutters on some of the main stairs (Janss, from Bruin Walk to south campus, etc.) Bike gutters should be called “bike grooves.” Bike groove up stairs between Ackerman and Engineering 1 would be helpful to beginner bikers. Bike groove would also be helpful on stairs near Anderson	Proposed UCLA bike route plan will improve intra-campus bike circulation. See section 4.2, recommendation #3 regarding bike gutters.
UCLA should install more showers in campus buildings for campus cyclists.	Added as new recommendation in Section 4.4, Recommendation #5.

Other Issues

Comment	Response
Section 4.1, recommendation #2 should be strengthened, language should be more assertive. The most important part of plan is to work with local jurisdictions (i.e. City of Los Angeles) to address needs for better routes to UCLA. This should be made a higher priority. An enumeration of dangerous conditions pertinent to UCLA cyclists and specific language outlining the plan for addressing these conditions should be added to the BMP. In the specific case of Wilshire at the L.A. County Club, the BMP should commit UCLA to work on alleviating the situation.	UCLA can work with local municipalities to improve bike conditions but ultimately does not have the final decision on roadway improvements. UCLA will pursue grant opportunities in partnership with local governments to complete bicycle improvement projects.

<p>UCLA should continue to hold a yearly public meeting to discuss revision and implementation of the plan. Timetables for implementation should be made public and kept up to date. The surveys which have been conducted in the past should become regular yearly or quarterly efforts.</p>	<p>Incorporated into section 1.4, goal #5.</p>
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7.7 Appendix G – Examples of Bicycle Signage and Roadway Stencil

Signage Examples:



Bicycles On Roadway



Share the Road



UCLA Bicycle Route



Walk your bike



No Bike Area



Bicycle Parking Way Finding Signage



Bicycle Locker Way Finding Signage



Bicycle Locker Labeling Signage

7.8 Appendix H – Bicycle Improvement Grant Opportunities

While many different funding opportunities exist for completing bicycle projects, this list represents a good starting point for pursuing grant funding for bicycle projects at UCLA. It should be noted that UCLA will need to partner with local jurisdictions to be eligible for many of these funding opportunities.

1. **CALTRANS Bicycle Transportation Account (BTA)**

Who can apply: UCLA may apply as a sub-recipient with the City of Los Angeles.

Description: The Bicycle Transportation Account (BTA) provides state funds for city and county projects that improve safety and convenience for bicycle commuters.

- To be eligible for BTA funds, a city or county must prepare and adopt a Bicycle Transportation Plan (BTP) that complies with Streets and Highways Code Section 891.2 and the following:
- The governing body of a city or county must adopt the BTP by resolution or certify that it is current and complies with Streets and Highways Code Section 891.2.
- The city or county must submit the BTP to the appropriate Metropolitan Planning Organization (MPO) or Regional Transportation Planning Agency (RTPA) for review and approval for compliance with Streets and Highways Code Section 891.2 and the regional transportation plan (RTP).
- Following regional approval, the city or county must submit the BTP, the resolution adopting the BTP, and the letter of approval from the MPO/RTPA to the Caltrans Bicycle Facilities Unit (BFU) for review and approval.
- BTP adoption establishes eligibility for five consecutive BTA funding cycles. Example: BTPs adopted in 2005 and submitted December 1, 2005; with an application for 2006/2007 BTA funding would establish eligibility for state fiscal years 2006/2007, 2007/2008, 2008/2009, 2009/2010, and 2010/2011. The state fiscal year begins on July 1 and ends on June 30 of the following year.
- Application dates: For 2006/07 BTA funds are due to Caltrans Districts by December 1, 2005

Website:

<http://www.dot.ca.gov/hq/LocalPrograms/bta/btaweb%20page.htm>

2. **Caltrans Transportation Planning Grants**

Who can apply: MPOs & RTPAs. UCLA may apply only as a sub-recipient.

Description: The Community Based Transportation Planning Grant (CBTP) grant program is primarily used to seed planning activities that encourage livable communities. CBTP grants assist local agencies to better integrate land use and transportation planning, to develop alternatives for addressing growth and to assess efficient infrastructure investments that meet community needs. These planning activities are expected to help leverage projects that foster sustainable economies, increase available affordable housing, improve housing/jobs balance, encourage transit oriented and mixed use development, expand transportation choices, reflect community values, and include non-traditional participation in transportation decision making.

CBTP grant funded projects demonstrate the value of these new approaches locally, and provide best practices for statewide application. Funding is provided by 80% Federal/State and 20% local match.

Website: <http://www.dot.ca.gov/hq/tpp/grants.htm>

3. Los Angeles Metropolitan Transportation Authority

Who can apply: Local jurisdictions, transit operators, Metro strategic business units, Caltrans and other public agencies are encouraged to submit applications proposing projects for funding.

Description: Metro is responsible for allocating discretionary federal, state and local transportation funds to improve all modes of surface transportation. Metro also prepares the Los Angeles County Transportation Improvement Program (TIP). A key component of TIP is the Call for Projects program, a competitive process that distributes discretionary capital transportation funds to regionally significant projects. Every other year Metro accepts Call for Projects applications in eight modal categories. Regional bikeway Improvements is one of the modes. It deals with “design, right-of-way acquisition and construction of bicycle lanes and paths, related project amenities such as bike racks, pedestrian access improvement projects and landscaping, signage, lighting and street furniture for bicycle and pedestrian facilities, and preservation of abandoned railway corridors”

Website: http://www.mta.net/projects_plans/call_projects/default.htm

4. Office of Traffic Safety (OTS) Watch the Road Traffic Safety Campaign

Who can apply: State and local agencies including colleges and universities are eligible to apply.

Description: OTS has eight program priority areas earmarked for grant funding: Alcohol and Other Drugs, Occupant Protection, Pedestrian and Bicycle Safety, Emergency Medical Services, Traffic Records, Roadway Safety, and Police Traffic Services. OTS posts a call for concept papers in November. Concept papers must be submitted by January 31.

Website: <http://www.ots.ca.gov/cgi-bin/grants.pl>

5. **The Robert Wood Johnson Foundation (RWJF)**

Who can apply: Non-profits and public agencies can apply

Description: RWJF funds unsolicited projects and has competitive national programs for specific issues. Their four goals are to:

- a) Improve access to care
- b) Improve care for individuals with chronic conditions
- c) Promote healthy communities and lifestyles
- d) Reduce harms caused by substance abuse

Bicycle related projects would fall under goal C. The project must address the RWJF goals and interest areas, be an innovative program, be sustainable and have potential long-term impacts. Unsolicited applications are accepted on an ongoing basis. Grants range from \$2,000 – \$14 million.

Website: www.rwjf.org

6. **SAFETEA-LU**

Who can apply: UCLA can partner with Los Angeles Metro.

Description: President Bush signed the \$286.4 billion transportation bill in on August 10, 2005. The law, SAFETEA-LU, which is the replacement bill to TEA-21, includes more than \$3 billion for bicycle and pedestrian related projects.

SAFETEA-LU sets aside funds for four specific project areas: 1. Transportation Enhancement, 2. Congestion Mitigation & Air Quality, 3. Safe Routes to School, and 4. Recreational Trails.

UCLA could potentially access Transportation Enhancement and Congestion Mitigation & Air Quality (CMAQ) funding through Metro.

Websites:

Transportation

Enhancement:

http://www.enhancements.org/TE_basics.asp

CMAQ: <http://www.fhwa.dot.gov/environment/cmaq/progasst.htm>

7. **Transportation Development Act (TDA) Title 3 Funds**

Who can apply: The state of California allocates money to city and county Local Transportation Funds (LTF). UCLA may submit a proposal to the city or county of Los Angeles to receive funds for a relevant project.

Description: The Transportation Development Act was enacted by the California Legislature in 1971. It provides funds to transit and non-transit related purposes that comply with regional transportation plans. The TDA has two sources of funding: 1. Local Transportation Fund (LTF) which comes from ¼ cent of the general sales tax collected statewide in California, 2. State Transit Assistance fund (STA) which comes from the statewide gasoline and diesel tax.

The TDA funds pedestrian and bicycle facilities, in addition a wide range of other planning and program activities such as community transit services, public transportation, and bus and rail projects.

Websites: http://www.mta.net/images/tda_guidelines.pdf
http://www.mtc.ca.gov/funding/STA-TDA/2003_TDA_Book.pdf