**Slide 1**

[Thank your audience for coming.]

Introduce yourself.

The Bicycle Friendly University program is a program of the League of American Bicyclists and I am here to tell you about this excellent program and assist you in using it to:

-Assess the quality of bicycling options for students, staff and visitors

-Improve quality of life and sustainability for the campus and larger community

* Improve traffic congestion and safety
* Prioritize and improve the effectiveness of transportation investments

-Receive recognition for bicycle-friendly initiatives your college or university makes

-Build a more bicycle-friendly university through step by step guidelines and assistance.

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The League was founded in 1880 and had big wins early to get the first paved roads for bicyclists. Today, the League continues to make biking better. Its mission is to promote bicycling for fun, fitness, and transportation through advocacy and education to build a bicycle-friendly America.

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Today the League has a number of programs that work toward a more Bicycle Friendly America….

As host of the ***National Bike Summit***, the League takes a leadership role in bringing the interests of people who ride bikes to Congress and the Federal government. We empower our state and local affiliates to advocate effectively on issues that affect cyclists.

Our ***Advocacy Advance*** partnership with the Alliance for Biking & Walking translates Federal programs into state and local campaigns to invest in better cycling infrastructure and education.

The League’s ***Bicycle Friendly America*** program provides the blueprint and a host of technical resources and best practices for communities, businesses, universities and states seeking to encourage bicycle use and improve traffic safety.

Our ***Smart Cycling*** program is the only national certification program for bicycle safety instructors; the Traffic Skills 101 curriculum is the basis for virtually all state and local bicyclist education programs.

***National Bike Month*** (May) and ***Bike to Work Day*** are firmly established on the cycling calendar as anchor events to promote riding, something which the League’s more than 900 affiliated local recreational clubs and advocacy groups embrace enthusiastically.

The ***National Bike Challenge*** inspires people to ride through friendly competition, rewards and community-building.

The League’s newest program, ***Women Bike***, is focused on increasing the participation of women in the cycling movement and bicycle industry, and ensuring that the people who ride bikes better reflect the population at large. Women Bike is part of a broader diversity initiative being led by the League’s newly-established ***Equity Initiative.***

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The Bicycle Friendly America Program started in 2002 with the Bicycle Friendly Community program, which evaluates communities including cities, counties, townships, and metropolitan areas.

In 2008, the Bicycle Friendly Business (BFB) and Bicycle Friendly State (BFS) programs were added to the program, and in 2011 they introduced Bicycle Friendly University.

Today there are over 300 communities, over 700 businesses, and 75 universities that have received a Bicycle Friendly designation from the League. Each year the League evaluates and ranks all 50 states.

All of the Bicycle Friendly America programs include evaluation, recognition and feedback.

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The Bicycle Friendly America program provides a roadmap to transform states, communities, businesses and universities. The free online applications, resource libraries and hands-on assistance from program staff offer guidance in building truly bicycle-friendly places.

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It is important to say that all of this is not a special interest. Creating more opportunities for bicycling is a simple solution to many of the challenges we face as a nation – from improving personal and environmental health, to building vibrant and robust local economies. It makes a lot of sense to build bicycle-friendly campuses as well – from reducing the costs of parking, congestion, transportation and healthcare to improving sustainability and overall campus quality of life. Bicycle Friendly Universities are on the lists of the top colleges and universities to study. These are the types of campuses that students and staff are drawn to.

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Duke University has used the program as a tool to creating a more safe and accessible campus for bikes and is saving money at the same time! After receiving feedback with their first honorable mention, transportation staff went out and accessed every roadway in the campus and determined which would get bike lanes and shared lane markings.

“Being able to say to the university, ‘For less than the cost of one deck-parking space, we were able to make all of the roads on campus more bicycle friendly’ was huge.” - Brian Williams, Duke University (Bronze)

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One great example of the benefits of becoming a Bicycle Friendly University comes from Platinum BFU, Stanford University. Stanford offered its students and staff a “Clean Air Cash” incentive of $90/year not to drive. They offered further incentive by raising parking prices 15 percent. Then, it invested $4 million in bicycle facilities, including turning a main road through campus into a bike and transit mall. This $4 million enticed 900 people out of their cars and onto bicycles, according to a case study in [Transportation & Sustainable Campus Communities](http://www.amazon.com/Transportation-Sustainable-Campus-Communities-Solutions/dp/1559636564), by Will Toor and Spenser Havlick. Building new parking facilities to accommodate those 900 people would have cost $18 million.

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The League has run the BFU program since 2011

It is based on a free online application that can be submitted for review once per year. The program has four award levels from Bronze through Platinum

At its core the BFU program provides recognition and a roadmap for building strong campuses for cycling.

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All institutions of higher education are eligible to apply, including public and private, large and small. The only requirement is that only one campus may be considered per application.

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The free, online application form asks a series of about a dozen questions in each of five major areas of bicycle policy and programs. The application provides a menu of options for any college or university to better welcome and accommodate bicycling. Institutions are encouraged to provide the most comprehensive approach to making bicycling a more comfortable and convenient option for students, faculty and staff. To reach the higher levels of BFU designation, applicants must score well across all five areas.

The five E’s are:

1. Engineering

2. Education

3. Encouragement

4. Enforcement

5. Evaluation

**Slides 12-15**

Engineering: Physical infrastructure and hardware to support cycling

**Slides 16-17**

Education: Programs that ensure the safety, comfort and convenience of cyclists and fellow road users

**Slides 18-19**

Encouragement: Incentives, promotions and opportunities that inspire and enable people to ride

**Slides 20-21**

Enforcement: Equitable laws and programs that ensure motorists and cyclists are held accountable

**Slide 22**

Evaluation: Processes that demonstrate a commitment to measuring results and planning for the future

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The League has received over 130 applications and designated over 75 BFUs in 32 states and Washington, DC.

After a college or university submits the application and sends any appropriate supporting literature, the application is reviewed two ways:

1. League staff review the applications internally
2. Local cyclists – League members, staff, students, LCIs, shop owners, advocacy group leaders, club leaders etc., are asked to comment on the application and provide their perspective on the bicycle-friendliness of the campus.

This last stage of the review is important to us, and local reviewers have definitely had an impact on many of the awards – or lack of awards. All feedback received by local reviewers are incorporated (anonymously) into the final feedback report given to the college or university.

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Over and over, we hear how useful the program is for coordination, benchmarking and giving the deserved recognition to all of the people – administration, students, faculty, staff and advocates– for building a great bicycle-friendly university.

Every campus that applies—whether they receive the BFU designation or not—will receive a detailed feedback report for the League outlining the ways in which they can improve.

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The first step in the process is usually visiting bikeleague.org/university and checking out what BFUs are doing, review the online resource library and application and use the quick BFU Scorecard to do a quick assessment of your campus.

Your local advocacy group and bike clubs should be brought into the discussion of applying and of course, working to build a stronger bicycle-friendly university.

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The League’s online resources include best practices and success stories from colleges and universities of all shapes and sizes from every region of the country. The League’s Bicycle Friendly America program staff are available to answer your questions and help you through the process.

**Slides 27-28**

Thank you very much. Questions?