

# Making OSU a More Bike Friendly Campus

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## PROJECT BACKGROUND

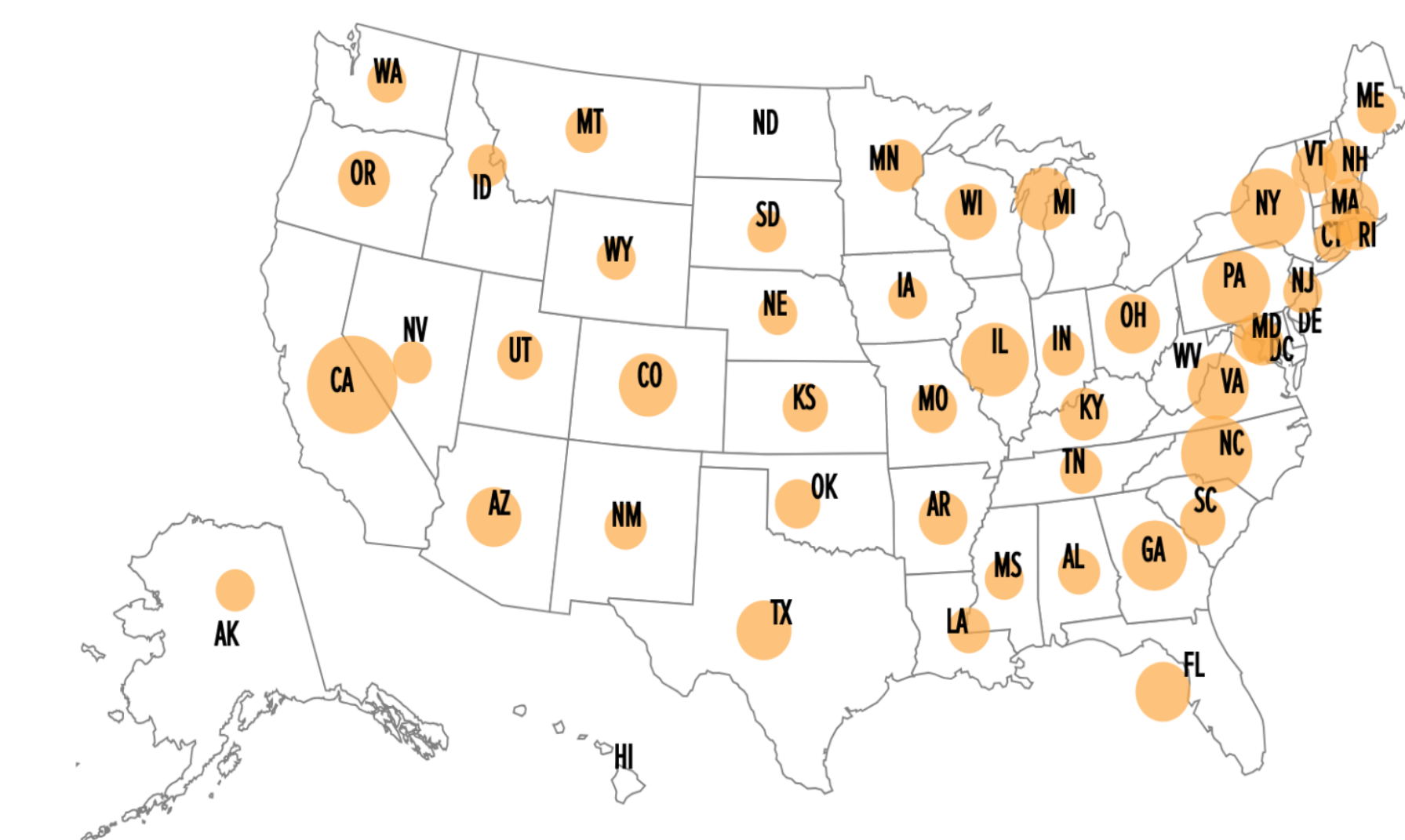
OSU Transportation and Traffic Management is interested in obtaining the Bicycle Friendly University (BFU) Gold-level accreditation for the OSU Campus.

This accreditation program is sponsored by the League of American Bicyclists (LAB), a non-profit based in Washington D.C.

The league has established certain benchmarks that universities must meet to obtain various levels of recognition

There are 4 levels awarded by L.

- . Bronze
- . Silver
- . Gold
- . Platinum



Map showing distribution of Bicycle Friendly Universities taken from the LAB's website

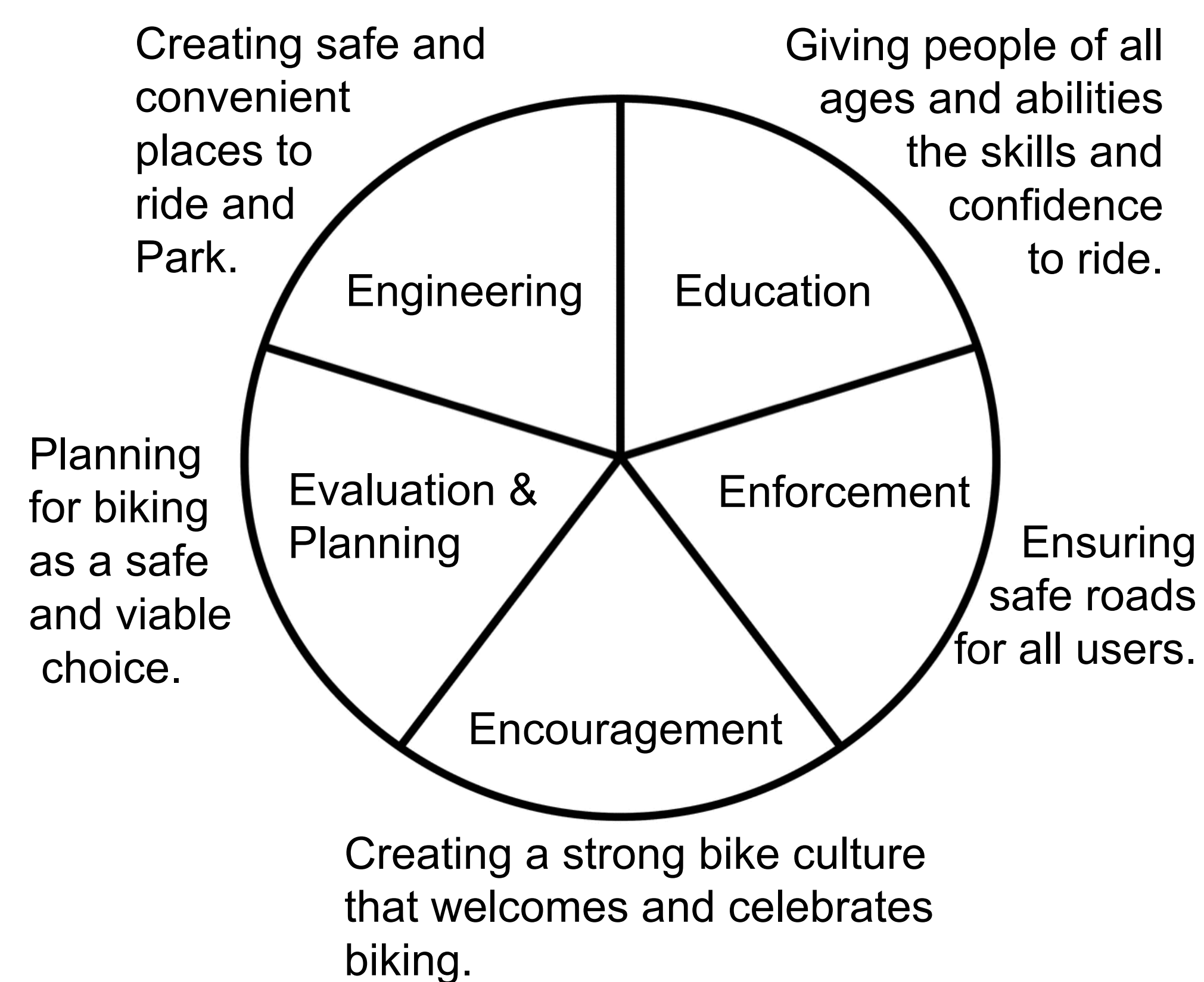
## PROJECT AIM

Currently, OSU has a Bronze level accreditation which was received in 2015. Our project aimed to define the actions needed to achieve the Gold level accreditation.



## How Does the League Evaluate Universities?

### The 5 E's:

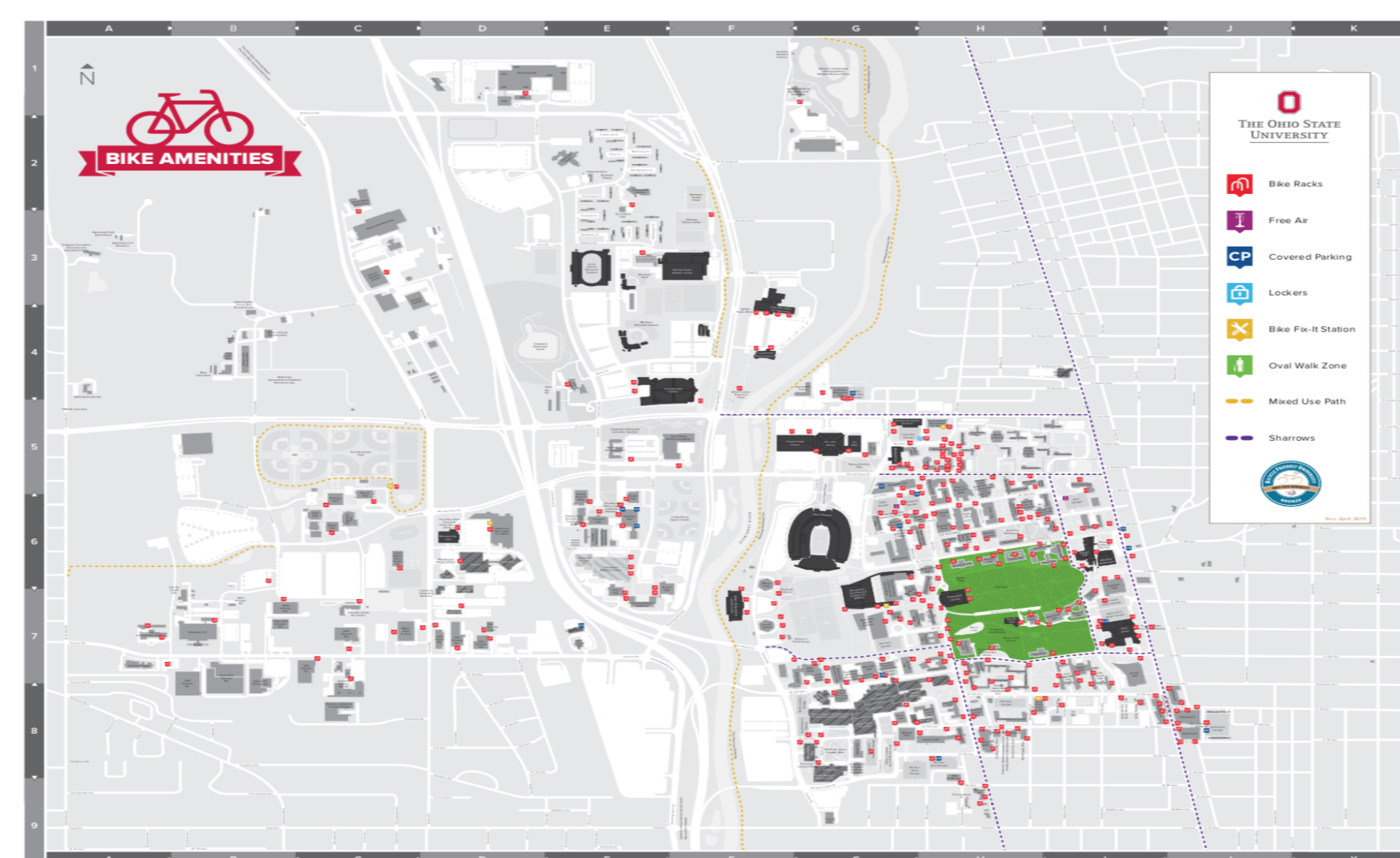


## PROJECT WORK

Benchmarking against other universities

- Based off a feedback report sent by the League after our application in 2015
- Prioritized benchmarking against Big 10 Universities

Spoke with OSU students, faculty, and relevant professionals about OSU specifically becoming a BFU.



Current OSU bike amenities, taken from Transportation and Traffic Management Website

## BENCHMARKING

### Education

Example: Bicycle education videos and future traffic and cycling skills classes

### Engineering

Example: University of Minnesota → "small but mighty" bike hub  
Bike Hub, website, full amenities (shower, online catalog, classes)

### Encouragement

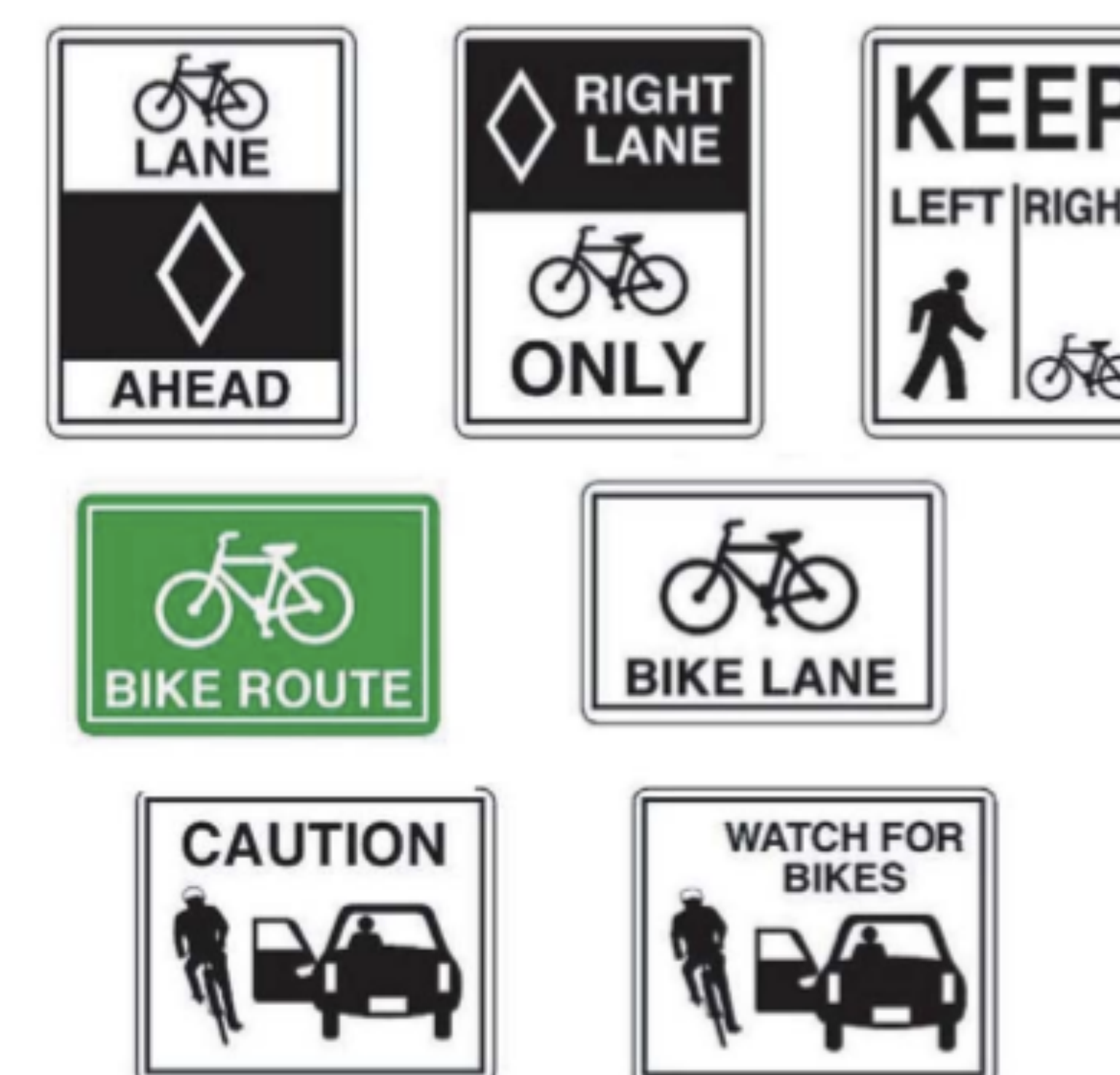
Example: The University of Minnesota's ZAP! Program tracks bikers rides around campus. If students ride at least twelve times in one month, they will be entered into a raffle to win a gift card.

### Enforcement

Example: Increase the number of public safety officers and cite cyclists and motorists for bicycle-related violations

### Evaluation and Planning

Example: Participate in the National Bicycle and Pedestrian Documentation Project



## INTERVIEWS

In addition to benchmarking, we conducted interviews. These included talking to OSU Bike Club, the Office of Energy and Environment, and frequent bikers on campus.

- When asked to rank OSU as a bicycle friendly campus, all responses ranged from 2-3
- Most frequently asked for more bike lanes and bike racks
- OSU can greatly improve their bicycle education, as all responses indicated that they have not participated in a bike education course of ride

*"All of the things you mentioned are important and it's a bit of a chicken and egg situation because they all sort of work together. That said, I think that engagement is often a good place to start; get people involved, learn their concerns, and let their feedback guide decisions about how to prioritize."* - Tobi Otulana City and Regional Planning Student Association

## CONCLUSION

There is a good amount of work that can be done to make OSU a more bicycle-friendly campus. However, this presents a significant number of opportunities to achieve the gold level accreditation. It is recommended that Department of Transportation and Traffic Management maintain a partnership with this capstone course to conduct further research and discover more funding options.

## ACKNOWLEDGEMENTS

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