University of Wisconsin-Eau Claire

Comprehensive Bicycle and Pedestrian Plan

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Key Recommendations

Engineering

- Implement a lower campus outer bicycle loop route around a pedestrian centered campus mall
- Install strategically located non-overnight bicycle parking (including covered parking) on the outside of the central campus mall directly adjacent to the outer loop around lower campus
- Have safe bicycle routes that connect the main transportation arteries, primarily State Street, Summit Avenue, Water Street and First Avenue to lower campus and Clairemont Avenue, Stein Boulevard, and Craig Road to the upper campus residence halls and other buildings
- Ensure the main artery between upper and lower campus, Garfield Avenue from the top of the hill to the intersection with Putnam Drive, be redesigned as part of the Garfield Avenue redevelopment project to be accommodating to both pedestrians and bicyclists
- Have the re-design of Garfield Avenue and the new footbridge ramp be designed to accommodate both pedestrians and bicycles and include a designated bicycle lane on the ramp

Education

- Continue and expand education efforts by the Environmental Action Center (EAC), the Student Office of Sustainability, the University Police, and Housing and Residence Life
- Develop a centralized website for bicyclists and pedestrians on the UW-Eau Claire website

Enforcement

- Continue existing enforcement efforts by University Police
- Develop a bike registration program
- Develop a bike parking enforcement plan

Encouragement

- Implement the ZAP encouragement program on campus
- Evaluate a car parking pass incentive program for bicycle commuters
- Continue and expand group bicycle rides and encouragement activities

Evaluation and Planning

- Form and convene a bicycle pedestrian committee
- Develop a bicycle pedestrian evaluation system
- Create a bicycle and pedestrian plan that is directly connected to other University planning efforts
- Conduct a survey of students living in University Residence Halls in order to better understand their needs and make recommendations

Funding Strategies

- Fund bicycle/pedestrian projects using a combination of existing internal resources and external resources obtained through grants

Introduction

The University of Wisconsin-Eau Claire Comprehensive Bicycle and Pedestrian Plan has two main purposes. One is to evaluate existing bicycle and pedestrian resources on campus and the second is to provide the foundation for program initiatives aimed at making UW-Eau Claire more bicycle and pedestrian friendly. This plan provides the framework and guidance for implementing specific recommendations in the UW-Eau Claire Master Plan including designing safe, multimodal, and green campus streets based on best practices. It also addresses the need for a detailed, intentional transportation plan focusing on bicyclists and pedestrians that supports UW-Eau Claire's pledge to the American College and University Presidents Climate Commitment. This plan builds on sustainability efforts by groups like the Clean Commute Initiative, Campus Sustainability Staff Council, the Watershed Institute for Collaborative Environmental Studies and others. These efforts led to UW-Eau Claire being recognized by the League of American Bicyclists as a Bronze Level Bike Friendly University in fall of 2013.

This plan was developed by the Comprehensive Bicycle and Pedestrian Planning Sub-Committee of the University Master Planning Committee during the 2013-2014 academic year. This sub-committee was formed from faculty, staff and students who have bicycle related interests and who work on campus to promote bicycling. As this plan was developed, various stakeholders (University Police, Housing and Residence Life, Parking and Transportation, University Recreation, Putnam Park Commission, Facilities Management and Planning, Student Office of Sustainability) were consulted. The City of Eau Claire staff as well as the Eau Claire Bicycle and Pedestrian Advisory Committee were also consulted throughout the plan development. The sub-committee participated in a webinar hosted by Alison Kendall, author of the University of Southern California Bicycle Plan and Planner, Amelia Neptune Bicycle Friendly American Program Specialist from League of American Bicyclists and the UW-Eau Claire BFU Application Reviewer and Tim Potter, General Manager of MSU Bicycles. Additional insight was gained in January of 2014 at a UW-Eau Claire open forum on transportation and commuter issues. This forum hosted bicycle specific focus groups.

The plan has been presented to the Master Plan Committee for adoption as an Appendix to the official UW-Eau Claire Master Plan. This plan identifies and makes recommendations regarding a wide range of bicycle/pedestrian issues and makes recommendations, including the formation of a bicycle and pedestrian planning committee to implement and update it (see below). While the plan encompasses both bicyclists and pedestrians, the focus in some sections is on bicycling because of the unique nature of many of the issues surrounding this transportation mode, i.e. infrastructure, safety education, etc. From a sustainability perspective, the focus on bicycling does not diminish the importance of pedestrians on campus or the benefits of walking as a transportation mode. Accommodating pedestrians on campus has always been a top-priority. This plan is written intentionally to guide changes on campus to accommodate both bicyclists and pedestrians.

Goals

Four overarching goals guide the Comprehensive Bicycle and Pedestrian Plan. These goals will be achieved through specific recommendations organized by the 5 E's of bicycling: Engineering, Education, Encouragement, Enforcement, and Evaluation and Planning. The four goals are:

1. Create policies and infrastructure that will help increase the share of commuting trips taken by faculty, staff, and students on bicycle and on foot.
2. Insure the safety of bicyclists and pedestrians on campus.
3. Promote campus awareness of transportation by bicycle and by foot.
4. Improve connectivity for bicyclists and pedestrians between the UW-Eau Claire campus and community

Survey and Data Collection

Information on the existing bicycle related facilities and needs of the campus community were gathered in three recent surveys and the application and feedback from Bicycle Friendly University Application.

1. In the spring of 2012, students recorded bicycle parking behavior on a data sheet adapted from the *University of Washington* bicycle rack assessment study. These data were collected for the lower portion of the UW-Eau Claire campus between the hours of 7:30AM-3:30PM. Four different types of bicycle racks are present on campus; wave bar racks account for 12% of the bicycle racks on lower campus, inverted-U 35%, grid-type 31%, and post 23%. Bicycle racks are also placed upon different surfaces around campus: concrete, brick, grass and gravel/dirt. Observations of poorly parked, illegally parked, and tipped bicycles were common across lower campus. A disproportionate number of bicycles were found to be parked illegally, poorly parked, or tipped on grid style racks. Respondents said that the inverted-U style bicycle racks found in front of the new Davies Center looked good in the newly landscaped mall. This style of rack also had the lowest percentage of illegally and poorly parked and tipped bicycles.

In these observations, it was noted that the bicycle racks on campus are serving multiple purposes. Daily commuters pull their bicycles on and off of racks, sometimes multiple times per day, whereas campus residents often use the racks as a storage site for winter months. With regard to the intensity of rack usage, bicycle racks under the library and on the north side of Hibbard Hall appeared to be underutilized. On the other hand, racks on the library's river side entrance and in front of Schofield hall were heavily-utilized and overcrowded (see Appendix).

Recommendations put forth by the data collectors include the purchasing of more rack types that support the frame of the bicycle in order to assist in the prevention of tipped bicycles. Smaller, more strategically placed racks can meet bicyclist needs without impairing campus aesthetics, as with the inverted-U's in front of the new Davies Center. Data collectors also noted that no updated signs or maps are available to indicate the location of bicycle racks, and that signage explaining how to properly use the various types of racks is nonexistent.

Data on bicycle ridership and bicycle routes are also important for understanding the current bicycle culture on campus. Collecting ridership and route data is a key component of the evaluation process in the 5 E's of biking as knowledge of the routes bicyclists are currently taking to and from campus, as well as across it, is essential. This information will provide insight for more informed decisions to be made about changes to the routes themselves, where to place bicycle racks, and other infrastructural needs.

2. In October 2013, a campus commuting bicycle count was conducted. Volunteer bicycle counters were placed at four major intersections on lower campus that have access to central campus. The locations of the counts included the Haas Fine Arts Center (the intersection of the North End of Campus Bridge and sidewalk to Haas/Bicycle Trail), Visitors Center (intersection of Roosevelt Ave and Park Ave), Hibbard Hall (intersection of Garfield and Park Ave), and at the bottom of the campus hill (intersection of Garfield Ave and Putnam Dr). Bicycle riders were counted as they entered and exited central campus between the hours of 7AM-1PM.

2,256 bicyclists were counted across all intersections, 1,243 bicycles were counted entering central campus, 653 bicycles exited central campus and 360 bicycles either only exited or entered central campus. Across the four intersections evaluated, the Haas Fine Arts Center accounted for 50% (1,141) of the riders counted that day. The second busiest intersection evaluated was near Hibbard Hall, with 25% (569) riders passing through. A relatively close third place was the intersection near the Visitors Center, with 18% (406) cyclists. At the bottom of Campus Hill, 6% (140) of cyclists were counted.

Campus wide, the busiest hours for bicycle ridership occurred between 7AM-8AM, 9AM-11AM and 12PM-1PM; Ridership nearly doubled during these hours of counting. It is important to recognize that the heavy use of the campus bridge for both pedestrian and cyclists poses an opportunity to address current safety issues. The other two busy intersections, near Hibbard Hall and the Visitors Center, pose opportunities to address adjacent street use and placement of bicycle infrastructure. Data collected at campus hill can help address the need for routes around campus (see Appendix)

3. In fall of 2013, a group of students in HONRS 102 conducted a Qualtrics survey aimed at informing the recommendations in this plan. The students worked directly with the Comprehensive Bicycle and Pedestrian Planning Sub-Committee to design the survey so that it would provide information in key areas. Respondents identified themselves as bicyclists or not bicyclists, and then they were asked a different set of questions depending on how they categorized themselves. The survey had a total of 22 questions and took an average of 4.33 minutes to respond. There were a total of 463 respondents: 54% identified themselves as never biking to campus, while the remainder 46% identified themselves as either always (21%), often (17%), or sometimes (8%). Respondents who identified themselves as bicyclists were asked: What would improve your biking experience? What concerns do you have about biking? How much would you pay to register your bicycle? The top responses for improving the biking experience were: more bicycle lanes (201), better weather (126), covered bicycle parking (104), safer bicycle routes (79), and bicycle encouragement programs with incentives (72). The top responses for concerns about biking included: availability of bicycle racks (83), lack of covered bicycle parking (75), damage caused by other people or bicycles, and theft (74). The complete results of the survey can be found in the Appendix.

4. The League of American Bicyclists provided detailed feedback regarding the July 2013 application. The feedback provided key recommendations (see below) and survey data (see Appendix).

- Complete the campus bicycle master plan to guide future plans with a long-term physical and programmatic vision for your campus
- Adopt a Complete Streets or Bicycle Accommodation policy and offer implementation guidance to campus planners and engineers
- Expand your educational programming, with an added emphasis on new/incoming students and employees
- Expand the bicycle program and the bicycle coordinator's time spent on bicycle-related issues. See what other universities are doing and what resources are available for higher education institutions: universitybikeprograms.org
- Offer students an opportunity to register their bicycle with campus police

Recommendations and Justification

Each of the following sections provides recommendations with background and justification for each of the 5 E's of bicycling: Engineering, Education, Enforcement, Encouragement, and Evaluation and Planning. For each section key recommendations are outlined.

Engineering

The engineering component of the 5 E's of biking comprises the creation of safe and convenient places to ride and park a bicycle. Bicycling infrastructure is the most apparent and visible of the 5'Es of bicycling and is a key determinant in bicycle ridership. Engineering includes well-connected bicycling networks consisting of conventional and protected bicycle lanes, shared trails, as well as policies to ensure connectivity and maintenance of these facilities. This component also includes secure, convenient, and readily available bicycle parking. Bicycle lockers and showering facilities are important components of a supportive infrastructure.

UW-Eau Claire has a unique setting along a major river with connections to local and state bicycle trails and city streets. UW-Eau Claire has a relatively small campus with few streets and is separated into an upper and lower campus by a steep hill. On the lower campus there is a central campus mall with green space and walkways ringed by various academic buildings, the student center, the library, and the main administrative building. This central campus mall is ringed by streets and has no vehicle traffic running through it. This geography naturally promotes a safe bicycle and pedestrian campus atmosphere. The main idea for the Lower Campus is to create an outer loop of bicycle-accommodating routes around a walk-only, pedestrian-centered, central campus mall. Bicyclists will be encouraged to dismount and walk their bicycle during busy pedestrian times. Bicycles approaching campus from various directions should have convenient ways to access strategically located bicycle parking that is near the main campus destinations and easily accessible from the outer bicycle loop. On upper campus the main idea is to provide safe bicycle routes connecting to the main transportation arteries to and from the upper campus, including Clairemont Avenue, Stein Boulevard, and Craig Road. This plan also makes

recommendations for the re-engineering of the Garfield Avenue and Putnam Park intersection, which its current configuration is not bicycle or pedestrian accommodating in its current configuration.

Key Recommendations

- Implement a lower campus outer bicycle loop route around a pedestrian centered campus mall.
- Install strategically located, non-overnight, bicycle parking (including covered parking) on the outside of the central campus mall directly adjacent to the outer-loop around lower campus. Some of the covered parking will be reserved for commuter bicycles rather than for stored bicycles.
- Have safe bicycle routes that connect the main transportation arteries, primarily State Street, Summit Avenue, Water Street and First Avenue to lower campus and Clairemont Avenue, Stein Boulevard, and Craig Road to the upper campus residence halls and other buildings.
- Ensure the main artery between upper and lower campus, Garfield Avenue from the top of the hill to the intersection with Putnam Drive, be is redesigned as part of the Garfield Avenue redevelopment project to be accommodating to both pedestrians and bicyclists.
- Have the re-design of Ensure that Garfield Avenue and the new footbridge ramp be re-designed to accommodate both pedestrians and bicycles and to include a designated bicycle lane on the ramp.

Campus Areas

Lower Campus: Garfield-Park-Putnam Outer Loop

This plan recommends an outer bicycle loop to direct bicycle traffic around the outer edge of a walk-only, pedestrian-centered, central campus mall (Figure 1). This outer bicycle loop will provide access to the exterior of central campus from all common entry points to lower campus including: Garfield Avenue from upper campus, Roosevelt Avenue, the footbridge, and Park Avenue. Upon entering the bicycle route, bicyclists will be directed to bicycle parking by signage and painted lines in the road or sidewalk (Figures). Green signage will indicate the bicycle route. Sharrows were painted on Garfield and Park Avenue in fall of 2013 to identify portions of this outer loop. The number of sharrows should be increased along this route and more signage should be added. In the future, as Garfield Avenue is redeveloped and Putnam Hall and Thomas Hall are removed, easy access to the covered parking under the McIntyre Library should be added.

This plan proposes a continuation of this outer loop route along Putnam Drive extending from the current bridge eastward to a proposed additional bridge connecting Putnam Drive to the southeast corner of the Phillips Lot (see Putnam Bridge section below). This proposed route connects up with bicycle routes on Roosevelt Avenue, Park Avenue, and out to Summit Avenue. This section of the route connects bicyclists coming to and leaving from campus with the City of Eau Claire bicycle route and the Randall Park neighborhood while avoiding the footbridge during busy daytime hours.

The proposed bicycle route along Park Avenue that will connect Roosevelt Avenue to Summit Avenue is an essential component of the bicycle plan. For this route to be safe and efficient, several issues must be

addressed. First and foremost, the Water Street Bridge in its current state is not safe for bicycle traffic. The State of Wisconsin has approved a plan to update the Water Street Bridge by 2016. This plan includes widening the bridge and installing bicycle lanes and safe sidewalks on the bridge. Secondly, the intersection at Park Avenue and Summit Avenue should be studied to determine how it could accommodate both pedestrians and bicyclists, especially for travel from campus to Water Street (i.e. turning left from Park Avenue onto Summit Avenue). Also, Park Avenue must be safe for bicyclists. A safe and efficient bicycle route will encourage bicyclists to avoid the central campus walk zone and footbridge during busy daytime hours. The walk-only zone will be encouraged through signage and education in order to build a culture of compliance. In order to ensure the safety of the Park Avenue segment of the route, UW-Eau Claire must coordinate with the City of Eau Claire to create a bicycle friendly route. Suggestions include: limiting and/or calming car and bus traffic, creating a woonerf (shared pedestrian, bicycle and vehicle space) along Park Avenue from Garfield to Summit Avenue, prohibiting parking along the entire stretch of Park Avenue as well as creating a designated bicycle lane.

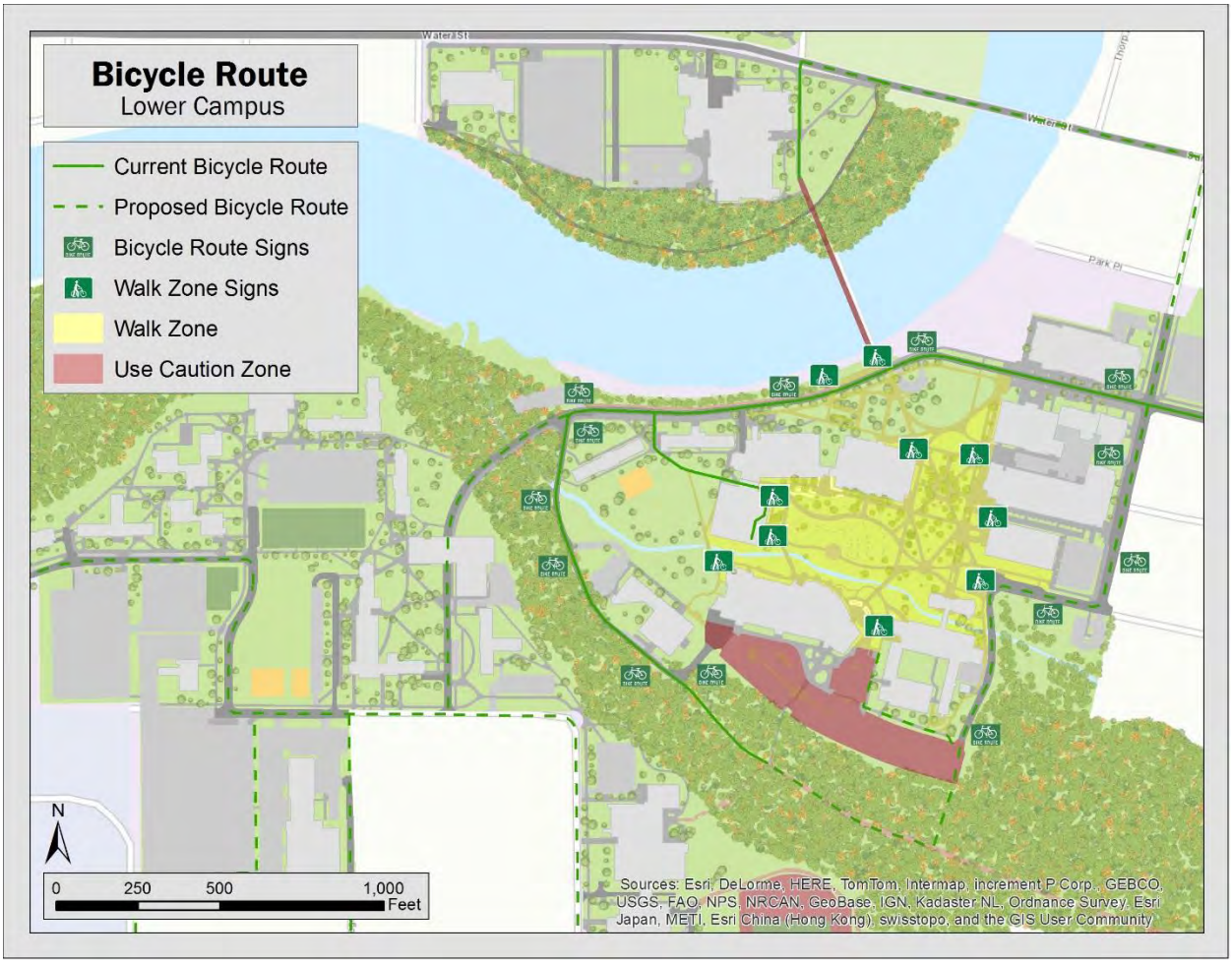

Figure 1. Lower Campus Bike Routes

Putnam Drive Bridge

This plan recommends the addition of a pedestrian and bicycle accommodating bridge at the south east corner of the Phillips parking lot, connecting Putnam Drive to the outer bicycle loop via Roosevelt Drive. The addition of this bridge will provide bicyclists with a safe and efficient route around the central campus mall. Most importantly, it will route bicycle traffic away from the Phillips Parking lot which is not safe for bicyclists due to the frequent vehicle traffic and angled parking spots. The proposed bridge was presented to the Putnam Park Commission in September 2013, and the concept was approved in concept. We recommend that the bridge be designed with similar construction to the existing bridge connecting Putnam Drive and the Phillips Hall parking lot and be placed with minimal disturbance to Putnam Park.

Upper Campus Bicycle Routes

We recommend that safe, convenient bicycle routes should connect the main transportation arteries, primarily Clairemont Avenue, Stein Boulevard, and Craig Road, to the upper campus residence halls and other buildings. Four key routes have been identified (Figure 2):

- *Clairemont Bicycle Trail- University Drive West Intersection -to Garfield Avenue- Putnam Drive Intersection*
- *Clairemont Bicycle Trail-University Drive East Intersection -to Garfield Avenue- Putnam Drive Intersection*
- *State Building access to Stein Boulevard*
- *University Drive to College Drive to Frontage Road*

These routes will all provide a direct connection between the City of Eau Claire Clairemont Bicycle Trail and University Drive intersection to Lower Campus at the Intersection of Garfield Avenue and Putnam Drive. The City of Eau Claire Clairemont Bicycle Trail was added during the re-development of Clairemont Avenue in in 2010. This bicycle trail provides connectivity to the existing network of Eau Claire City Bicycle Trails as well as the Chippewa River Bicycle Trail. The University Drive-Clairemont Avenue intersection is an important entrance to campus. Sharrows and appropriate signage should be included along University Avenue and continue along to Garfield Avenue to link up with the Lower Campus, Garfield-Park-Putnam Loop.

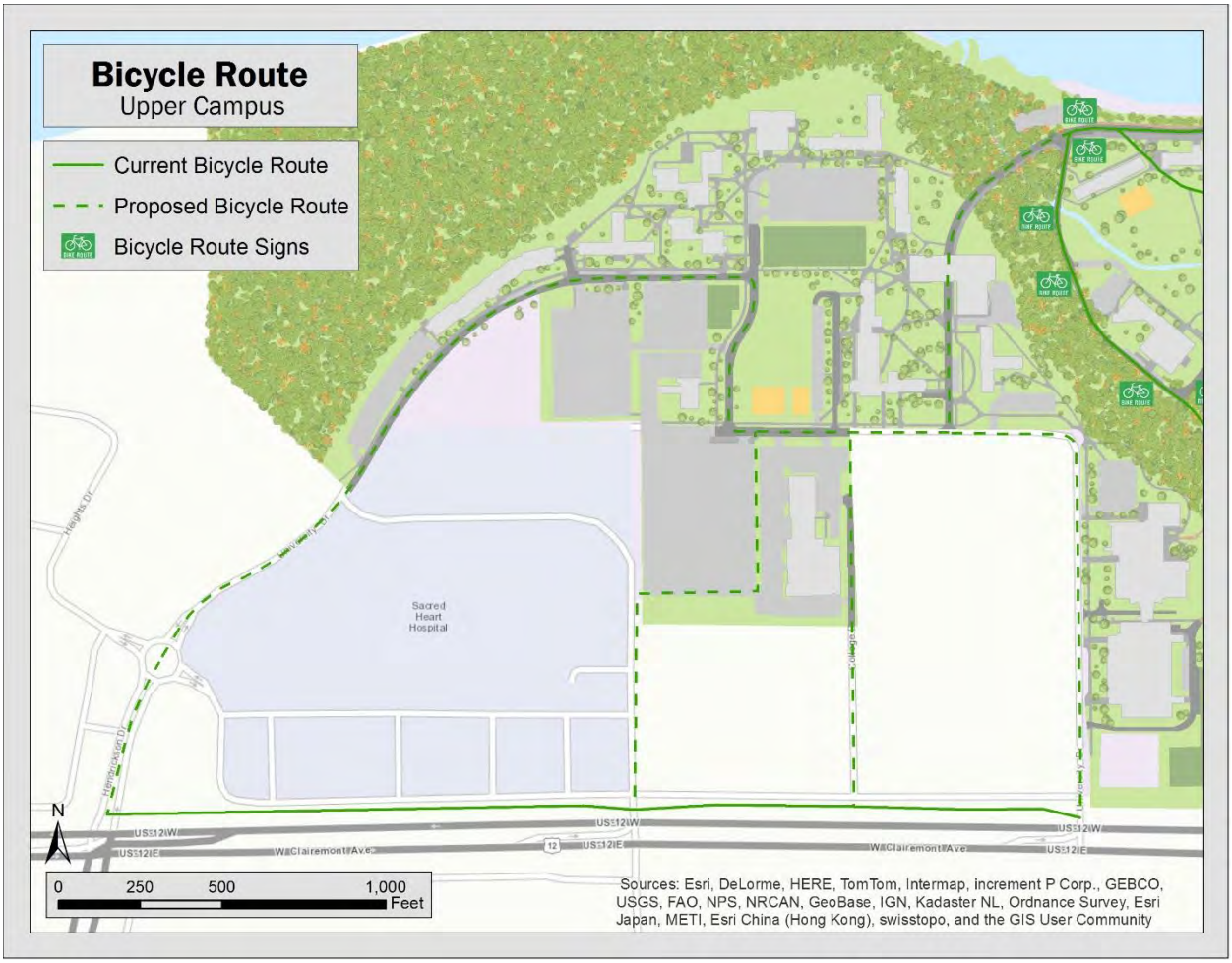

Figure 2. Upper Campus Bike Route

Intersection of Garfield Avenue and Putnam Drive

The intersection of Garfield Avenue and Putnam Drive is problematic for bicyclists and pedestrians for several reasons. The most obvious reason is the steep incline at the bottom of the hill that curves slightly and intersects Putnam Drive. The other reason is that, at certain times of day, primarily first thing in the morning and during class changes, large numbers of pedestrians are walking up or down the sidewalk. The crowded nature of the sidewalk at key times is especially problematic since there is only one sidewalk along this section of Garfield Avenue. Thus, large numbers of pedestrians are often moving in opposite directions.

While the gates placed at the bottom of the hill have slowed down bicyclists, additional problems have arisen. Because bicyclists have to navigate through the opening, they end up facing the stream of pedestrians and vehicle traffic at the Putnam Drive – Garfield Avenue Intersection. This intersection continues to be hazardous and must be addressed to allow this important bicycle entry to campus to be safe and convenient for all.

This plan recommends that in the Garfield Avenue project, this intersection is redesigned to safely accommodate both bicycle and pedestrian traffic. Garfield Avenue from upper campus to lower campus

is a key transportation artery for both pedestrians and bicyclists. Students living in residence halls need to be able to safely ride their bicycles down to lower campus and across the footbridge to Haas Fine Arts, Water Street, and the city bicycle trail. Faculty, staff, and students who commute from the south side of Eau Claire also need Garfield Avenue to remain open to bicycle traffic as this is current the most convenient and safe route to campus.

Central Campus Walk Zone

The central campus mall should be designated as a walk-only zone during key high pedestrian traffic times. The primary reason for maintaining a bicycle free central campus mall is to insure the safety of pedestrians and to promote the use of green space on the central campus mall. At high usage times, such as at class breaks, many thousands of students are on the campus mall walking in multiple directions from building to building; this type of traffic is not conducive to bicycle riding. In addition, faculty and staff, as well as visitors new to campus, are also moving between buildings during these high traffic times. The outer campus bicycle loop will provide bicycles with a safe and efficient way to access the central campus. Ample, well-located, high quality bicycle parking will encourage bicyclists to park and then enter the center of campus on foot. The time difference between the riding through the central campus mall during peak pedestrian traffic and riding around on the outer campus bicycle loop, which was measured in fall of 2013 (see Appendix), is less than a minute.

Footbridge

The current arrangement of the footbridge ramp and bicycle lane on the footbridge is unsafe due to the potential for pedestrian-bicycle collisions. This plan recommends creating a zone on the south ramp of the footbridge and continuing up through the T intersection on the footbridge that will be a walk-only zone during high usage times, such as class breaks. A walk-only caution zone will dramatically reduce the potential for bicycle-pedestrian conflicts. Appropriate signage for the walk-only zone should be located at the base of the footbridge where the ramp of the footbridge connects with the bicycle route on Garfield Avenue and the ramp itself should be painted to identify this zone. This plan recommends that the re-design of Garfield Avenue and the new footbridge ramp accommodate both pedestrians and bicycles and include a designated bicycle lane on the ramp (see evaluation and planning section below).

North Campus

A plan needs to be developed for bicycle and pedestrian accommodation on the north campus. The connection from the footbridge to the Chippewa River Trail needs to be redesigned.

Bicycle Parking, Bicycle Storage and Additional Facilities

Secure, convenient, and readily available short-term bicycle parking is a key component of any bicycle plan (LBA 2014). Ample bicycle parking should generally accompany all bicycle routes on campus. This plan recommends that covered bicycle parking be considered wherever possible. Covered bicycle parking encourages bicyclists to ride in the inclement Wisconsin weather, since they will know their bicycles will be protected from the elements while on campus. The UW-Eau Claire campus current has an estimated 80 different bicycle racks with 1,549 bicycle parking spaces. These include wave, inverted U, grid, and post bicycle racks located on a variety of surfaces, such as concrete, brick, grass and gravel. Covered bicycle parking exists under the McIntyre Library and Towers Residence Hall. Covered bicycle

parking has recently been added to several locations, including a large shelter at the base of the McPhee stairs holding 24 bicycles (Figure 3), as well as on the east side of Kerr Theatre along Park Avenue. Upon the opening of the campus mall after the construction of Centennial Hall is finished, additional covered bicycle parking will be located along the north side of Centennial Hall (Figure 4).

Survey data show that bicyclists are attracted to covered parking spots for a variety of reasons, and survey respondents indicated that they perceive a lack of covered parking on campus. The success of a central campus walk-only zone and outer bicycle loop for central campus is dependent on readily available and visible parking at all major entrances to the central campus from the outer bicycle loop. This plan recommends that any additional bicycle parking consider both of these factors. Figure X shows existing bicycle parking as of 2013 and highlights and recommends areas for additional bicycle parking. The difficult-to-access bicycle parking in front of Davies on the northwest corner facing the central campus mall should be removed.

A key consideration for covered parking on campus is the tendency for prime covered bicycle parking to be overtaken by bicycles that are being stored in these locations. This plan recommends that some of the prime covered bicycle parking locations around the central campus mall and on upper campus are designated as no overnight parking. Enforcement of these prime areas must take place to sure access to these covered parking spots by commuters.

Covered Bike Parking Examples

Figure 3. Examples of Covered Bike Parking.

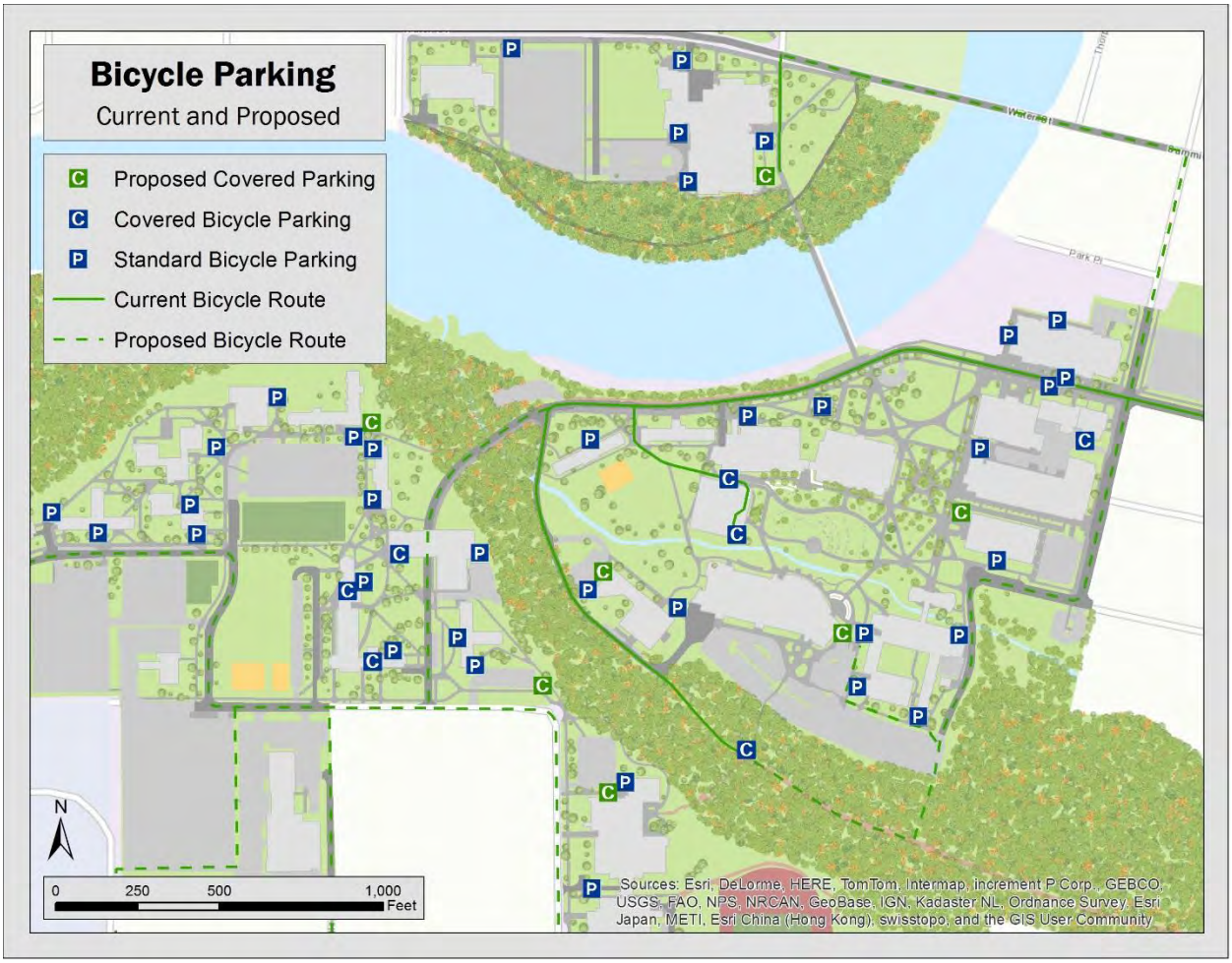

Figure 4. Covered and proposed covered bicycle parking

Bicycle Storage

Off-season bicycle parking is also an essential component of bicycle parking. Students living in University residence halls on both upper and lower campus are encouraged – in a letter sent as part of their welcome package from Admissions - to bring a bicycle to campus. Currently, UW-Eau Claire does not provide designated off-season bicycle storage for residence hall students. In the past Residence Life and Housing provided temporary bicycle parking passes for students who were on-campus in the summer months, although this program has not been continued. Students who live in University housing may store their bicycles during off-seasons on existing bicycle racks on campus. This plan recommends that Housing and Residence Life students be surveyed to identify bicycle use, storage, and concerns (see planning and evaluation section). These data should be used to inform and improve future recommendations for meeting the needs of students in Residence Hall Life.

This plan recommends that some bicycle racks on upper and lower campus be designated as off-season storage racks for students living in University housing. These racks should be clearly marked with signage and covered. The locations of these racks should be clearly communicated to students living in University housing. This plan also recommends that additional outdoor covered and secured bicycle storage for students living in university housing be considered. These storage facilities could be located

in close proximity to university housing at strategic out-of-the-way locations to preserve green space on campus. Students should have access to these on an as needed basis. There are various structures resembling greenhouses that can be purchased and installed with relatively minimal infrastructure. This plan also recommends the consideration of off-site bicycle storage for students in University housing. As new residence halls are designed, we also recommend that indoor bicycle parking and maintenance facilities be included in the new facilities, especially as green building designs are considered.

Bicycle Lockers, Locker Rooms and Shower Facilities

Short-term bicycle storage, such as bicycle lockers, are also highly attractive to bicycle riders. Bicycle lockers provide covered and secure parking for bicyclists who may have more expensive bicycles and need to be on campus for a longer period of time. Plans are being made to install bicycle lockers beneath McIntyre Library and perhaps in the Phillips Hall courtyard in the future (Figure 5). The EAC has agreed to handle the bike locker rentals.

Figure 5. Example of Bicycle lockers

Locker rooms and shower facilities are highly desirable to faculty, staff, and students who may ride longer distances to work. This plan recommends that as new buildings are designed they include a shower and locker room facility for bicycle commuters.

Bicycle Service Stations and Service Center

The Environmental Adventure Center (EAC) implemented a bicycle maintenance/repair shop and rental center in 2010 as a "grass roots" effort by EAC professional staff, students, faculty/staff, interested community members, and local businesses; the 5th Annual Aldo Leopold Banquet provided the initial funding to jumpstart this new and exciting program. The bicycle repair shop is currently available to students only and offers free safety inspection (check and inflate tires, lube chain, inspect loose/damaged parts) and basic tune-up services (adjust brakes and derailleur, lube chain and cables, true wheels) for $25. These programs have been highly successful and this plan recommends they continue and expand as needed.

The EAC in the lower level of Hilltop Center on upper campus houses the bicycle maintenance and repairs shop, bicycle classes, as well as the lease and rental program. This plan recommends that as the anticipated move of the EAC to Crest Wellness Center is planned, the EAC be allotted ample space to continue offering these important programs. It is also recommended that an EAC satellite bicycle service center be created and located on lower campus. The expansion of the EAC bicycle facilities on lower campus would provide many benefits to the campus community and would directly contribute to the goals of the plan.

This plan recommends the addition of several bicycle service stations throughout both upper and lower campus (Figure 6). Bicycle service stations generally include all the basic tools necessary to perform basic repairs and maintenance. Most bicycle service stations contain an air pump for filling tires, tools for changing a flat tire, tools for adjusting brakes and derailleurs, etc. All tools are securely attached to the stand with stainless steel cables and tamper proof fasteners. Stations also have a hanger arm that allows users to hang the bicycle so pedals and wheels spin freely while making adjustments.

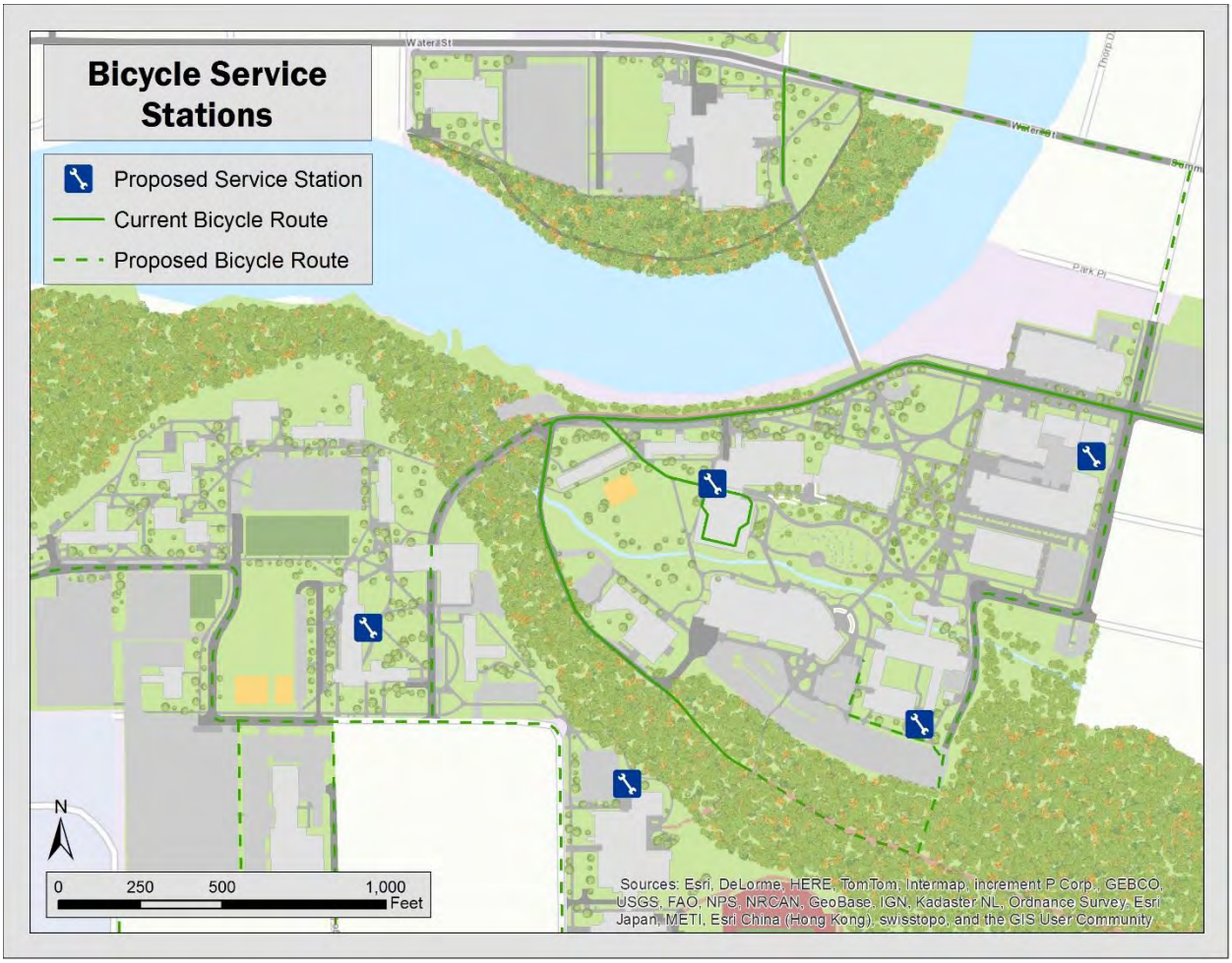

Figure 6. Bicycle Service Stations

Signage and street markings

This plan recommends that appropriate signage be ample and strategically located throughout campus and should follow the Manual for Uniform Traffic Control Devices. Signage should include: caution maps, bicycle parking signs, bicycle filling stations, sharrows (Figure 7) and route maps. Route maps and place finding signs should be located at the

Figure 7. Example of Sharrows, Putnam Drive

prime covered bicycle parking locations as well as at the prime entrances on both upper and lower campus. A place finding map should also communicate to students a safe route from upper campus to Bollinger Fields and to the city bicycle routes. Bicycle routes in high traffic areas should be painted directly on the sidewalks.

Bicycle Rental and Bicycle Share Programs

In 2010, the University Recreation & Sport Facilities: Environmental Adventure Center (EAC), in direct partnership with Student Office of Sustainability, implemented Blugold's Bike Lease Program. The aim is to reduce the number of students driving to and from campus and other locations and reduce the carbon footprint of UW-Eau Claire. Bicycles are available to rent from the EAC at the beginning of each semester. Leases include the ability to store the bicycle at the EAC, space permitted, and free bicycle tune-ups. When the bicycle is returned at the end of its lease term, undamaged, half the total cost will be refunded to the customer. If damage fees are assessed, these fees will be deducted from the refund. The costs are $100 per semester (both fall and spring) and $80 for the summer. The EAC also runs a bicycle rental and bicycle share program. A total of # bicycles, either Trek 3900 Mtn. Bicycles or Gary Fisher Gritty bicycle are available for $5/day, $10/overnight, $20/weekend, or $40/week. Locks and helmets are also available for $1/day, $2/overnight, $4/weekend, $6/week.

This plan recommends that a bicycle share program for campus be explored through surveying the existing community to determine if there is a desire for one. Bicycle share programs provide bicycles for on-demand rental at various locations on campus.

Education

The goal of education is to give all members of the university community the skills and confidence to ride their bicycles for basic transportation and recreation. We envision three major components to the bicycling education program: bicycle classes (safety, maintenance, winter riding, and outreach programming), academic courses focusing on bicycling issues, and university communication (webpages, marketing, orientation, etc.)

Key Recommendations

- Continue and expand education efforts by the Environmental Action Center (EAC), the Student Office of Sustainability, the UW-Eau Claire University Police, and Housing and Residence Life
- Develop a centralized website for bicyclists and pedestrians on the UW-Eau Claire website

Bicycle classes and seminars

These will occur through collaboration with key stakeholders: the Environmental Action Center, the Student Office of Sustainability, the UW-Eau Claire University Police, Housing and Residence life, and the UW-Eau Claire Bicycle and Pedestrian Advisory Committee (see Evaluation and Planning). The focus will be on orienting students, faculty and staff to the bicycle facilities and opportunities as well as educating them about bicycling best practices, safety, and bicycle maintenance. This will continue distributed efforts that have been ongoing with the goal of reaching all new students, faculty, and staff during orientation and having a continued set of offerings for the university community.

The EAC has been offering a variety of bicycle classes on campus for many years. It plans to continue these efforts and specifically plan to offer at least one of the following during each academic year: a bicycle maintenance seminar, bicycle safety seminar, and winter bicycle riding seminar.

The UW-Eau Claire University Police have been offering safety information to bicyclists on an as-needed basis for many years. Bicycle safety and awareness is regularly communicated to bicyclists both during routine stops for violations as well as during active campaigns. The UW-Eau Claire Campus Policy would like to expand these active campaigns for both bicycle safety and awareness in partnership with various campus stakeholders.

Several academic courses have been offered by the University Honors Program and the Watershed Institute for Collaborative Environmental Studies (WICES) that focus on bicycling and other sustainable transportation issues. These include: HNRS 102: Campus Ecology (Dr. Karen Mumford), HNRS 332: Tracking the Campus Carbon Footprint (Dr. Jim Boulter), ENV 310: Sustainable Cities (Dr. David Soll), HNRS 103: Cars, Culture and the Environment, (Dr. Mumford). These courses contribute greatly to the goal of this plan in various ways. Two of the Honors courses carried out class projects studying bicycle related campus transportation issues and created excellent student learning and information that is vital to evaluation and planning. The continuation of these courses is a critical component of nurturing a strong educational program about bicycling.

Housing and Residence Life has also incorporated bicycle related topics in their programming, including the "Trash Talk" program which often includes discussions of bicycling and sustainable transportation. These programs have been essential in providing communication and encouragement to students living in University Housing. This plan recommends that the UW-Eau Claire Bicycle and Pedestrian Accommodation committee work directly with Housing and Residence Life to expand offerings that include bicycle related topics. These could include: the students encouraging environmental deeds (SEEDS) program, Residence Hall eco-reps, Living and Learning Communities.

We recommend that student orientation include information regarding all types of transportation as well bicycle specific information.

University Communication

Communication with the university community is an essential component of the plan and will directly impact the success of the initiatives recommended here within. Currently, information on bicycle related resources are not provided in a centralized location. This plan recommends a centralized website for bicyclists on the UW-Eau Claire website. This website should link to existing websites provided by campus departments as well as provide additional information. Communication activities will include creating and maintaining a strong web presence with information regarding campus biking facilities (maps of routes and bicycle parking, repair facilities, etc.), policies (bicycle registration, parking regulations, etc.), bicycle incentive programs (ZAP, biking events) and other information (e.g. bicycle etiquette, bicycler testimonials). In addition, communication will occur through other campus channels such as orientation programs, Davies Center and McIntyre Library message boards and bulletin board displays. Communication will be coordinated by the Bicycle/Pedestrian Committee, SOS and Parking

and Transportation. Campus departments such as the EAC and Housing and Residence life are also encouraged to communicate bicycle related information using existing means of communication such as Facebook pages and calendars.

Enforcement

Enforcement of traffic laws and university policy related to transportation issues is vital to creating a safe and effective system. In addition, education and enforcement must be implemented in concert with each other in order for each of them to be effective. Two general types of enforcement are needed at UWEC: 1) enforcement related traffic laws and bicycle theft and 2) enforcement related to bicycle parking and other university policies, e.g. the central campus walk-only zone.

Key Recommendations

- Continue existing enforcement efforts by University Police
- Develop a bike registration program
- Develop a bike parking enforcement plan

Traffic Enforcement is the jurisdiction of the University Police. They manage traffic violations and accident situations. They will also work with BPC and Facilities to create the safest and effective physical transportation environment possible on campus that also accommodates cars, bicycles, pedestrians and public transportation. The University Police has also made efforts to decrease bicycle theft, e.g. the bait bicycle program. They have also made efforts to educate campus citizenry about travel issues on campus, e.g. bicycle speeding on the hill, and they have expressed an interest and willingness to cooperate on education/enforcement campaigns to improve campus transportation. The University Police will also have representation on the BPC.

Bicycle Parking Enforcement has been handled by the Parking and Transportation office. As the campus installs covered bicycle parking and more people bicycle or walk to campus, it will be increasingly important to develop policies and procedures to manage utilization of the facilities and maintain safety.

One of the key components of this enforcement will be the implementation of an effective bicycle registration program on campus. Bicycle registration offers the advantage to the University that bicycle owners can be contacted if they are parking inappropriately or if their bicycle is stolen and recovered. The challenge in bicycle registration is to make the advantages apparent to bicycle owners. The first advantage is that stolen bicycles that are recovered by university police can be returned to the owner. Second, the plan is to give each owner who registers their bicycle a free ZAP membership. ZAP members who accumulate significant points by riding past ZAP counters will earn incentives like food coupons or bicycle accessories. We believe that by coupling the ZAP incentive program with the registration system, more bicyclists will register. Students will be invited to register their bicycles using a variety of information sources including during freshman orientation before the fall semester starts and through written materials provided to all students new to UW-Eau Claire.

The Parking and Transportation Office has agreed in principle to provide support for the registration process. They have the car parking registration system in place and could handle adding the bicycle

registration. In the future, the registration process may be moved to an online system. Details of who will enforce the bicycle parking regulations are still being worked out. Covered bicycle racks will need to be monitored about every two weeks to prevent long-term bicycle storage. In addition a system needs to be worked out to manage impounded bicycles. In the past, the Office of Parking and Transportation has handled this task, but as the bicycle system on campus evolves, it may become a more complicated endeavor. The Surplus Sale office has agreed to sell off abandoned/impounded bicycles, which is valuable to avoid a large build-up of bicycles that require storage.

Encouragement

"Communities, business, and universities play a critical role in encouraging people to ride by giving them a variety of incentives to get on their bicycles." (LAB, 2013). Encouragement programs include a wide variety of incentives ranging from the celebration of National Bicycle Month and Bicycle to Work Day. This plan recommends that UW-Eau Claire have an ongoing encouragement program.

Key Recommendations

- Implement the ZAP encouragement program on campus
- Evaluate a car parking pass incentive program for bicycle commuters
- Continue and expand group bicycle rides and encouragement activities

ZAP

This plan recommends adopting the ZAP Program, or similar program, as an encouragement system. The ZAP program, pioneered at the University Minnesota, is an automated bicycle commuting recognition system. It is a way of verifying and logging bicycle trips and then rewarding and incentivizing bicycle commuters with prizes and wellness rewards (Zap, 2013). A small tag is attached to two front wheel spokes and is recognized by strategically placed ZAP readers around the key access points to campus. The ZAP program could be used to encourage bicyclists to register their bicycle with UW-Eau Claire (see enforcement below) as well as participate in a basic bicycle safety course. Once the system is in place a variety of incentive programs can be implemented on campus. For example, different student organizations can compete for prizes. The data collected by the system will also be useful for bicycle planning as ZAP will give us key ridership data on high traffic areas and times of day on campus. Students in courses such as Honors Course Campus Ecology could also analyze the data. The Student Office of Sustainability has been interested in assisting with the ZAP program in the form of an Eco-Rep. An SOS Eco-Rep could assist in the registration of bicycles, the proper installment of ZAP readers, monitor the ZAP sensor sites for proper functioning, assess ridership information and recommend changes to infrastructure and/or improvements, and assist in distributing prizes to ZAP program riders. In the name of promoting bicycle safety, it is recommended that a bicycle helmet giveaway is part of the bicycle ZAP program prizes. The helmet giveaway could be tied directly to bicycle safety campaign as discussed above.

Parking Pass Incentives

As shown in the Fall 2013 Honors Campus Ecology survey, many current campus riders are seasonal riders and as weather was shown to be the number one factor in whether or not bicyclists will ride to campus, various car/biking pass incentives have been discuss amongst our stakeholders. It is

recommended that the Office of Parking and Transportation work out a parking permit that would accommodate those who would like to ride a bicycle to campus in good weather conditions and arrive to campus via their car when weather conditions are not so permitting. This could be a complimentary way to reduce the need for year-round parking demand on campus and increase bicycle ridership for the student, faculty and staff entities at UW-Eau Claire.

Group Rides

It is also recommended that the EAC sponsor bicycle rides for any campus affiliate. These bicycle rides would educate riders on the safety of riding to, from and on campus, as well as the bicycle routes in which have been designed for bicycle ridership. This is a great way to develop a sense of cohesion and unity of the campus and community of bicyclists. These rides could begin on campus taking riders on a tour of the campus routes, showing riders where and how to properly park their bicycles and inform them on important safety cues they should be displaying as they come into contact with pedestrians and other vehicles of the surrounding streets and roads.

Housing and Residence Life

Housing and Residence Life plays an influential and key role in promoting bicycle ridership to those who are new to the UW-Eau Claire campus. The support and promotion of campus bicycling by Housing and Residence Life has the potential to reach the majority of students attending our university. It is recommended that they support and promote such initiatives as EAC rental bicycles, bicycle storage, locker rental, EAC sponsored bicycle rides, bicycle registration, and ZAP initiatives.

Evaluation and Planning

The goal of evaluation and planning is to gather information and plan for bicycling and walking as a safe and viable transportation options for the university community. The focus of this effort will be to establish a stable organizational structure that will support continued efforts to make UW-Eau Claire into a bicycle friendly university. First, a committee will be established that will coordinate bicycle/pedestrian efforts and communication on campus. Second, a system for evaluating progress in creating a bicycle/pedestrian friendly university will be developed and implemented. Third, a planning process will be initiated to create and implement the vision of a safe and effective multimodal transportation system for travel to, from and within the UW-Eau Claire campus.

Key Recommendations

- Form and convene a bicycle pedestrian committee
- Develop a bicycle pedestrian evaluation system
- Create a bicycle and pedestrian that is directly connected to other University planning efforts
- Conduct a survey of students living in University Residence Halls in order to better understand their needs and make recommendations

The UW-Eau Claire Bicycle/Pedestrian Committee (BPC) – This committee will be under the supervision of the Assistant Chancellor of Facilities and have representation from a range of stakeholders. Units represented should include Facilities, Facilities Planning, EAC, Parking and Transportation, Student Office of Sustainability, University Police, and Housing and Residence Life. The Sustainability Fellow will serve

as chair. The Committee will have about nine members, will meet regularly and will coordinate with the other campus stakeholders. The BPC will also communicate with the City of Eau Claire Bicycle Pedestrian Advisory Commission.

The BPC will be charged with maintaining a Bicycle/Pedestrian Plan that will be part of the Campus Master Plan, establishing methods for gathering information regarding bicycle issues related to campus bicycle climate, participation, facilities and policies and providing leadership and coordination for planning and developing a bicycle/pedestrian friendly university.

BPC will develop and maintain cooperative working relationships to accomplish aspects of the plan. An example is enforcing No Overnight Parking rules on selected campus bike parking venues. The plan at this point is for Student Office of Sustainability to provide student support to identify and tag bicycles in violation. For registered bicycles, the owners will be contacted. For unregistered bicycles, Facilities Management will be contacted to impound the bicycles. Bicycles that are not claimed within a set time period will then be transferred to the Surplus Store who will sell them off. Careful planning will be needed to establish the enforcement policy and the procedures and continuing efforts will be required to maintain communication and insure that the system is working properly.

Evaluation is necessary to monitor the existing conditions and to recognize progress as time passes. There are already a variety of evaluation processes related to bicycle and pedestrian issues on campus The BPC will gather information from those sources and supplement them as the need arises.

Examples of the types of data that should be collected and organizations who will contribute to the efforts include:

- Campus bicycle parking counts (covered parking, storage parking, percent of spots filled, different times of year, etc.). Done by Parking and Transportation and/or BPC
- Bicycle ride share and pedestrian share. Data from the ZAP program, surveys done by the BPC, Student Office of Sustainability, UW-Eau Claire courses, or Housing and Residence Life
- Bicycle traffic counts at various campus entry points. Counts done by Parking and Transportation and BPC
- Bicycle accident data, violations and thefts. Data gathered by University Police or from rider and pedestrian surveys
- Bicycle registration data gathered by Parking and Transportation

Planning related to bicycle/pedestrian issues will be coordinated by the BPC. They will maintain the Bicycle/Pedestrian Plan and will use it as a guide for moving ahead with detailed planning and implementation. The BPC will also create a priority list of projects to work on. The initial list will include:

- Continuing the development of the campus biking network and the walk-only zone in central campus
- Working with Facilities Management to develop a plan for the Garfield Ave and footbridge renovation plan that is bicycle and pedestrian accommodating

- Working with the Office of Parking and Transportation and Student Housing to develop and implement a viable campus bicycle registration program
- Working with the Student Office of Sustainability to acquire and implement a ZAP program
- Creating flexible and effective campus maps displaying bicycle/pedestrian facilities
- Work with Housing and Residence Life to evaluate the biking and pedestrian needs on upper campus and fully develop a plan to meet those needs. This includes bicycle parking and storage
- Working with the City of Eau Claire and the WI DOT to develop plans that address campus transportation needs for the local streets around the campus area and the Water Street/Summit Avenue Bridge project

Funding Strategy

Key Recommendation

- Fund bicycle/pedestrian projects using a combination of existing internal resources and external resources obtained through grants

Funding of different aspects of the Bicycle/Pedestrian Plan will come from various sources. There is, at present, no significant source of funding directly related to promotion of bicycling and walking at UW-Eau Claire. The following paragraphs describe ways that can be considered to fund parts of the Plan.

Bicycle and pedestrian facilities will be funded primarily from the university budget through the Facilities Management. Projects will be developed by the BPC in consultation with Facilities Management and will be approved and implemented using established campus procedures. The Student Office of Sustainability has also committed funds to infrastructure projects related to clean commuting. They will continue to be engaged in the processes through membership on the BPC. Other campus stakeholders including Housing and Residence Life and University Recreations may be able to provide support for projects related to their respective operations. BPC will also work in collaboration with representatives of the City of Eau Claire on projects that involve the surrounding city streets. Many of the developments are important for the safety and convenience of university and community members traveling to and from and within campus. Working with various campus organizations will be critical in developing UW-Eau Claire into a safe bicycle/pedestrian friendly university.

Many of the other proposed activities will not require great budgetary expenditures, but will require manpower and cooperation. The Bicycle/Pedestrian Committee is designed to provide organization and coordination to the efforts on campus. It will be important to recruit vibrant and committed members to maintain momentum in moving the plan forward.

Some projects will have characteristics that make them candidates for external funding. An example is the proposed bridge connecting Putnam Drive with the Phillips Parking Lot. There are a couple of identified agencies that fund projects that improve transportation infrastructure, particularly if it involves green transportation. Committee members will spearhead efforts to identify funding sources and create competitive proposals to fund such projects.

One of the fundamental conundrums of promoting clean commuting is that if less people drive and park on campus, there could be an impact on income for the Office of Parking and Transportation operation. The Bicycle/Pedestrian Committee will work closely with Parking and Transportation to identify areas where we have common interests in the hope that we can find joint projects that will be advantageous to creating a better and more efficient transportation system for UW-Eau Claire.

The Bicycle/Pedestrian Committee will also work with the UW-Eau Claire Foundation to identify strategies that could potentially generate resources to support green transportation projects on campus. We believe it is appropriate to give potential donors the opportunity to support green transportation and education initiatives at UW-Eau Claire.

References

League of American Bicyclists. Accessed 2013. http://www.bicycleleague.org/

University of Minnesota Zap Bicycle Program. Accessed 2013. http://www.derozap.com/gopherzap/

Appendix

Measured transit times of routes during low-use hours

Table 1. Measured transit times of route during low-use hours

Route	Walking Time (in minutes)	Riding Time (in minutes)
1. Footbridge to SE corner Phillips Hall via bike route	N/A	2:25
2. Footbridge to SE corner Phillips Hall across central campus	3:27	1:35
3. Crossing the Footbridge	2:12	0:55
4. Footbridge to Putnam Drive covered bike parking and then walking to SW corner of Phillips Hall	1:34	2:05
Route 4 total time	**3:39 minutes**	

Comments on the transit times:

- Comparing routes 1 and 2 shows that whereas riding through campus **with no traffic** is the fastest way (1:35) from the footbridge to the Phillips SE bike parking lot, it will be slower (more like walking time, 3:27) with pedestrians present. During busy hours it will be faster to ride around the route as in 1 (2:25)
- Route 3 shows that it takes about 1:17 minutes longer to walk across the footbridge vs. riding across
- Route 4 shows that turning right off the footbridge and riding around campus to the west, behind Nursing to the bike parking on Putnam Drive and then walking to Phillips Hall can be done in less than 4 minutes