JOIN US FOR A RIDE AROUND OUR PLATINUM LEVEL BIKE FRIENDLY CAMPUS
Over *22% of university commuters ride bikes; 85% of new students own bikes.
Over 13,000 bikes on the campus on a daily basis.
Average Commute by bicycle off campus to campus is 3.6 miles one way.
20,000+ Bike Parking Spaces & Five Bike Commuter Cages on the campus.

*2022 Stanford Transportation Annual Commute Survey
BICYCLE FRIENDLY—PLATINUM LEVEL—2011 to 2023

Stanford Awarded as a 3-Time Platinum Level Bicycle Friendly University
Focus on the 5-E’s: Education, Engineering, Equity, Encouragement & Evaluation

About Stanford’s Platinum Award

- Stanford news release
- Stanford Bicycle Commuter Access Study (PDF)
- Bike safety program presentation (PDF)

The League of American Bicyclists (LAB) recognized Stanford University with a third Platinum Bicycle Friendly University (BFU℠) award.

About Stanford’s Bicycle Program

- ‘E’s your way to a better bike program (PDF)
- Stanford’s Bicycle Program website
- Stanford’s bicycle safety efforts

Stanford University
FOCUS ON THE 5 E’S
STANFORD BICYCLE PROGRAM—TARGET GOALS

Educate our bike riding community to be safe, prepared and equipped.

Encourage commuters to use alternative transportation to reduce net new car trips.

Engineering expertise and expansion in areas of circulation and infrastructure.

Evaluate our programs to determine program success and outcomes.

Equitable elements in our work creating a bike friendly environment for all.
OVERVIEW—STANFORD MAIN CAMPUS

BIKE FACILITIES
Dotted represents a future enhancement
- Paved Trail
- Bike Boulevard
- Enhanced Bike Lane
- Bike Lane
- Shared Lane Markings

OTHER FACILITIES
- Suggested Campus Route
- Stanford Perimeter Trail
- Peninsula Bikeway (interim)
- Santa Teresa Separated Bike Lanes
- Ped/Bike Bridge
- Ped/Bike Undercrossing
- Bike Circle
- Roundabout
- Turnaround
- Bike Cage
- Bike Repair Stand
- Campus Bike Shop
- Caltrain Station

Stanford Main Campus
Stanford Lands
OVERVIEW—STANFORD REDWOOD CITY CAMPUS
OVERVIEW—REGIONAL PARTNERSHIPS

The Interim Peninsula Bikeway is the first step in creating a viable north-south bike option for most trips between the cities of Redwood City, Atherton, Menlo Park, Palo Alto, and Mountain View. The temporary bikeway route covers almost 16 miles, and runs from Evelyn Avenue in Mountain View to Warwick Street in Redwood City. The route takes advantage of existing facilities with a focus on including low stress bike streets.

Stanford continues to support the long-term bikeway vision of creating a stress-free network which aligns with the university’s sustainability and equity goals. The future long term bikeway is currently planned for El Camino Real. El Camino Real represents the most cohesive, connected, and appropriate opportunity for implementing the long-range vision.
EDUCATION—BIKE SAFETY ROUNDABOUT TRAINING
Interactive rider education measured for comprehension & behavior change

- The design puts the bicyclist on the road entering, riding within, and exiting Stanford roundabouts.
- Will be featured on the Stanford STARS educational platform—Bike Bingo Debuts!
- Students will receive a free Stanford bike light if they pass the quiz!

Control Click to View
Sample Drone Footage
Click a BINGO box. Each presents an important aspect of the system that is a traffic roundabout.

Some aspects you may have considered, some not. We used a variety of video techniques to help you see them.

Continue to get a full BINGO row. When you do, you can play again with more videos, or continue to the next screen.

"Control Click"
To View Test Bike Bingo
EDUCATION—BIKE SAFETY WEBINARS DURING COVID

- Pivoting to train virtually during COVID
- 677 Views of our Ready to Roll Bike Safety Webinar

Key Bike Riding Tips You Need to Know

- Wear a Properly Fitted Helmet for Every Ride
- Register Bike Project529.com
- Use Lights at Night. It’s the Law.
- Ride Counter Clockwise in Roundabouts
- Be Aware of Surroundings
- Show Courtesy & Respect on roads and paths
- Stop at All Stop Signs
- Rack & Roll Lock-up your bike.
- Use Hand Signals
- Be Seen in Bus Drivers Mirrors
- Safe Speeds for Conditions
- No Bikes on Rails or Ramps

Stanford University
Educatio—New Student Orientation Skills Clinic On The Bike

- League Certified Instructors (LCI’s) on-site to teach
- On-site skills on how to ride and navigate roundabouts
- Stanford Marguerite Bus Operations Team joined us
- Tips for riding around buses to be seen by drivers

Click to View the Skills Clinic Video
EDUCATION— D. SCHOOL & BIKE HELMETS

Invited to join Stanford d. School Professor Stuart Coulson Design for Extreme Affordability & Design Team Challenge—How to Increase Helmet Use at Stanford

Results—The Team Delivered a Playbook for Fall Quarter that will be implement this September with the team’s support.

- Bike Safety Continuation Manual & Guide
- Prototype Idea Box with ideas for summer/fall launch
EDUCATION—
STANFORD MEDICINE & STANFORD ATHLETICS
BIKE SAFETY HELMET VIDEO

• Video debuted at Stanford Football Home Game on Jumbotron Screen
• 29,496 views on September 14, 2021
• Stanford Athletics YouTube Video Channel has 42.4K subscribers

Click to View Helmet Video
How to Lock Your Bike

- Use a **U-shaped lock** to lock your bike to a bike rack
- **Lock the frame and wheel** to the bike rack, **not** to sign posts or poles
- **Extra security:** Use a long cable lock to lock the wheels to the U-shaped lock
- **Using a bike cage?** Make sure to lock your bike and wheels!

Questions?
bike-information@stanford.edu
EDUCATION — BIKE REGISTRATION & THEFT PREVENTION

- Transitioned Bike Registration to Stanford Public Safety via online Project 529.
- Transferred 91,449 bike registration records from 1996 to date to Public Safety.
- Cost savings $8k annually (reduced staffing & event costs for New Student Orientation)
- More effective way for students to register online/verify ownership for free.

Register. Report. Recover!

Keep your bikes safe in the 529 Garage
the largest community-powered bike recovery service.

REGISTER YOUR BIKE FOR FREE
ENCOURAGEMENT BIKE TO WORK DAY 2023

BTW Day Overview & Recap
- Greeted over 300+ Bike Riders & Celebrated Active Mobility.
- Sprocket Man on site!
- SRWC & Stanford Campus Station Locations.
- Free BTW Day Bag Giveaways.
- Volunteers (13 total) received free BTW t-shirts & bike safety kit.
- Longest Commute, 60 Miles from Morgan Hill!
- Best Commute Story, first day of work at Stanford, Beyond Excited!
- We collectively offset 1,705 pounds of CO2
- Thank you, bike riders and volunteers!

*2023 Riders, Round Trip Miles & CO2 Emissions Reduced

<table>
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<tr>
<th>Location</th>
<th>Rider Total</th>
<th>Round Trip Miles</th>
<th>CO2 Offset</th>
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<tr>
<td>Stanford</td>
<td>294</td>
<td>1676.5</td>
<td>1609.4 lbs.</td>
</tr>
<tr>
<td>Redwood City</td>
<td>21</td>
<td>100</td>
<td>96 lbs.</td>
</tr>
</tbody>
</table>
ENCOURAGEMENT—STANFORD SPOKES

- A group of Stanford Students riding bikes 3,000+ miles across the USA this summer
- Stopping along the way to teach at 7 schools, DEI curriculum
- Ride ends in Washington D.C. late August
- Pending Meet & Greet in DC with Secretary of Transportation Pete Buttigieg
- Follow the Stanford Spokes blog to be inspired and stay connected!
ENCOURAGEMENT—PEDAL TOGETHER PILOT

Stanford’s Pedal Together Pilot Program launched in April 2021. The program educated, informed, inspired community engagement & support among peers.

Program highlights included:
- A three-month pilot to encourage commuters to opt to ride to work instead of drive upon returning to campus post-COVID shutdown
- Monthly activity log and free bike webinars sparked engagement with a Slack channel to support and offer guidance and recommendation on bike commuting

Compared to before Pedal Together, riders reported how likely they would be to bike at least once a week for fun, errands or commute to work (Figure 1).
ENCOURAGEMENT—WELCOME PETITE MARGUERITE

- Our new sustainable all-in-one event bike
- Named after the first carriage, circa 1890’s and horse Marguerite
- Sustainable and economical—no expenses incurred for event services set up.
ENCOURAGEMENT—
Meet Dr. Jordan Knox, Stanford Class of 2010
Kettering Healthcare Medical Group

Leaving a Bike Safety Legacy!

Dr. Knox was hired by Stanford Transportation, April '07 to June '10, as part of the bicycle safety outreach group to encourage helmet use on campus, and resurrected the persona of *Stanford's bike safety superhero “Sprocket Man.”

Recently published *Helmets—The Most Important Summer Accessory* for Kettering Health

*Sprocket Man* founded in 1975 by Stanford Student Louis Saekow.
ENCOURAGEMENT—STANFORD CAMPUS BIKE TOURS

• Free Bicycle Tours hosted by the Stanford Bicycle Program for classes and departments.
• Stop over at key partners and historical markers celebrating sustainable transportation.
• A highlight for new staff to view landmarks and sustainable programs by biking.
ENCOURAGEMENT—Stanford Bicycle Safety Committee

Chair: Brian Shaw, Stanford Transportation, Executive Director
Host: Ariadne Scott, Stanford Transportation, Assistant Director of Active Mobility

Students:
- Nicolas Michael Harvey, Student, Class of 2024
- Syamantak Payra, Graduate Student
- Alanna Dorsey '24, Synapse, Bike Helmet Survey
- Brandon Kenery, Student, Class of 2023

Staff and Key Supporters
- Connor Wilms, EH&S, Safety Representative
- Robert (Bobby) Moser, Stanford Health Care, Injury Prevention
- Rediet Tesfaye, Director—Transportation Services, Stanford Health Care
- Jackie Stiasny, Manager, Transportation Demand Management, SHC
- Kyle Cole, Kyle Cole, Ph.D., Director Office of STEM Outreach
- Meagan Gershon, Vaden Student Health Services
- Cathy Blake, Campus Planning & Design
- Bill Larson, Stanford Public Safety
- Don and Andrew Meyer, Campus Bike Shop
EVALUATION—OUR STANFORD ANNUAL COMMUTE SURVEY

- Stanford Transportation has distributed the commute survey to Stanford University students, employees, affiliates, Stanford Health Care, and Lucile Packard Children's Hospital employees for the past 21 years.
- This survey helps us gather valuable information that shapes our transportation program, meet reporting requirements for Stanford's General Use Permit, enhance campus transportation services.
- We gather key data on our bike riding population.

Thanks to our sustainable commute programs, the drive-alone rate for our commuting students, faculty, and staff went from 67% in 2003 to 36% in 2022.

In 2022, bike commuting climbed from 9% in 2002 to an all-time high of 22%.
EVALUATION—BIKE HELMET USE 2022
'Drive alone' rate has continued to decrease. Compared to last year, 'bike' rate has increased and 'telecommute' rate has decreased.

*Starting in 2019, mode split is estimated using the average of the mode-by-weekday responses. 'Telecommuting' and 'Day Off' have been broken out. Starting in 2021**, 'Day Off' filtered out.
EVALUATION—BIKE COMMUTE MODE
WHAT WOULD MAKE A BIKE COMMUTER REGULARLY RIDE A BICYCLE

The top choice that would make a commuter regularly ride a bicycle is having a bike-share program. No significant change in percentage rates to last year.

Q: What would make you more likely to regularly ride a bicycle on main campus? Choose all that apply.
EVALUATION—NEW BIKE HELMET SURVEY RESULTS

A team of undergrad students working to prevent brain injury by promoting helmet safety and use of helmets.

Student-led project surveyed 400 undergraduate students and provides an in-depth look at the nuanced reasons why Stanford undergraduates do not wear helmets. Survey approved by the Institutional Review Board (IRB).

Key findings:

• The top reason reported for why students don't wear a helmet is "Helmets mess up my hair." However, the top reasons are a mix of social influence, risk perception, and helmet characteristics, suggesting that we need a multi-faceted intervention.
• Some variation in helmet usage across class years – freshmen reported the lowest frequency – however all class years should be targeted.
• Participants report parents are the most common source of helmet safety, followed by medical professionals and friends.
EVALUATION—PROGRAM HIGHLIGHTS

- Bike Crash Mapping Project in place with Vaden Health, Public Safety, Stanford Trauma.
- Annual Commute Survey provides data on bike ridership, helmet and bike light use.
- Bike Crashes last five years—166 reported incidents by Stanford Public Safety

Bike Incidents on Campus 2019-2022
EQUITY—PEDALING FORWARD STUDY FINDINGS

• Pedaling Forward Bike Study published in 2022 with Land Use & Environmental Planning. Covers the University’s on-going Sustainability Work related to Bicycle Transportation, Partnerships, Feature New Bike-Related Infrastructure Projects.

• Next Steps, New Study Underway
  o Evaluating Inequities in Bike Infrastructure for Local Underserved Populations.
  o Researching Educational Opportunities to Share Bike Safety Best Practices.
EQUITY—BIKE RIDE TO LIVE IN PEACE TRAINING PROGRAM FOR YOUTH AT RISK

- Live in Peace staff trains youth to be certified mechanics
- Teamwork inspires a love for cycling and community engagement
- Stanford Public Safety donated abandons bikes to Live in Peace for repairs and resale
- Bridging the gap in underserved communities to improve roadway improvements.
- Visit Featured in the Stanford Report, July 21, 2023, More than a Bike Shop
• Rack n’ Roll Campaign to educate about mobility challenges in main quad arcades
• Encourage users to park bikes in compounds adjacent areas to minimize conflicts
• Student Vanessa Joy Onuhoa, ’25, created bike safety video to promote bike safety
ENGINEERING—
NEW BIKE CAGE IN PLANNING FOR ROTH GARAGE

• Currently we have five bike cages for bike commuters.
• Offering over 250+ total spaces for daily storage use.
• Commuters rent space for $72 annually; $6 per month.
• Access space with Stanford ID Card for entry.
• The new separated bike lanes are exclusively for bicyclists.
• Lanes physically separated from cars with a buffered lane or parked vehicles.
• Cars no longer back out of parking spaces and interfere with cyclists traveling.
• Pedestrians and those with mobility impairment have their own dedicated path.
• The turnaround keeps traffic flowing; all users have a better view of oncoming bicyclists, cars, and pedestrians.
ENGINEERING—CURRENT BIKE PARKING SPACES ON CAMPUS—20,352
ENGINEERING – BIKE CAGE EXPANSION & DESIGN GUIDELINES

• Major transition of 200+ bike lockers to five centralized bike cages for bike commuters.
• 20,000+ bike racks on campus – 2500 new bike racks, Escondido Village Graduate Housing
• All campus project plans reviewed for bike circulation and bike parking demands.
• Bicycle Cage Design Guidelines underway for design and construction consistency.
ENGINEERING—BIKE CIRCLES REDESIGNED ON JANE STANFORD WAY

• Three upgraded Bike Circles on Jane Stanford Way improved for all bicyclists, mobility users and pedestrians.
• Corridor is a major east-to-west car-free route in front of the historic Main Quad.
• Design improvements at three locations: Galvez, Lausen and Arguello.
• The pavement markers are clearly marked, the diameters of the circles are wide, and pavers are designed to ensure safety when passing through.
Come For a Visit to Our Bike Friendly Campus!
Hosted by Vanessa Joy Onuoha, Class of 2025

Click to Join the Ride Around the Campus!
THANK YOU—LEAGUE OF AMERICAN BICYCLISTS
inspired to create a bike friendly community for all

Bicycle Commuters by Bike Shed (Pedaling Forward Bike Study 2021)

Ken Chang, Stanford LBRE, Business Intelligence Analyst
Ken lives in Menlo Park and works primarily at the Redwood City campus but also rides to the main campus twice a week, riding in on Stock Farm Road.

Rich Wilkins, Environmental Health & Safety, Sprinkler Technician
Rich commutes from East Palo Alto to Stanford. Working for Environmental Health and Safety (EHS) for over 30 years, “safety first” is one of his mottos.

Lori Gan Liu, Stanford School of Medicine, Stanford Laboratory for Cell and Gene Medicine
Lori commutes from the Sunnyvale area, a 9-plus mile bike commute via Foothill Expressway.

Ovie Ojeni, Residential Education, Student Affairs, Residential Director
Ovie lives on campus and commutes by bike or scooter to the Sunnyvale/Mountain View area.

Felipe Esparza, Stanford LBRE, Department of Buildings and Grounds Maintenance
Felipe rides every day from East Palo Alto to the main campus, an estimated 3-mile bike commute to work.

Kim Ratcliff, Communications Manager, Stanford Transportation
Kim occasionally rides in from Los Gatos, a 25-mile commute from Stanford.
ADDITIONAL RESOURCES & LINKS

Pedaling Forward, Transportation Bike Study, 2022
Stanford Bicycle Commuter Access Study, 2017

Stanford Transportation YouTube Channel & Bike Webinars
- Stanford Leads the Way Among National Bike Program
- School of Medicine Orientation & Helmet Testimonies
- New Separated Bike Lane Pilot on Santa Teresa
- More than a Bike Shop, Bike Ride to Live in Peace
- Bike Stories Gone Wild
- Cargo Bikes—The Happiest Transportation on Earth!

d. School Playbook for Fall Quarter to Encourage Helmet Use
- Bike Safety Continuation Manual & Guide
- Prototype Idea Box with ideas for summer/fall launch

Student Bike Tour Video of Campus

New Student Orientation Skills Training Video

Contact:
Ariadne Delon Scott, Stanford Transportation, Assistant Director of Active Mobility
e-mail: adscott@stanford.edu
phone: 650.725.2453