



August 2013

UCLA

BIKE MASTER PLAN
IMPLEMENTATION
**PROGRESS
REPORT**

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In 2006, UCLA adopted its first comprehensive Bicycle Master Plan (BMP). The 2006 UCLA BMP laid the foundation to make UCLA safe and accessible for bicyclists. Bicycle ridership, awareness and culture have grown on campus since the adoption of the BMP.

Throughout the City of Los Angeles, bicycling and efforts to promote bicycling continue to grow as well. The City of Los Angeles recently updated their Bicycle Master Plan, hosted the first of a series of CicLAvia events and passed the Anti-Harassment Ordinance for bicyclists.

Seven years since the adoption of the UCLA BMP, the current state of bicycling will be examined through the Bicycle Master Plan Implementation Progress Report. The Progress Report will assess and evaluate the status of the BMP's goals, objectives and recommendations through the performance measures adopted in the BMP.

Note - Highlighted text is verbatim from the 2006 UCLA BPM for reference

1.1

OVERVIEW

The UCLA BMP was first approved in March 2006. The purpose of the BMP is to serve as a guide for improving bicycling conditions and encouraging the use of the bicycle as a mode of transportation to and from the UCLA campus.

The BMP set forth a specific mission, goals, objectives and a short-term and long-term implementation plan. The BMP also established performance measures in order to evaluate the progress of the BMP.

The following mission statement was adopted for the BMP:

“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.”

The BMP examined existing conditions in order to plan the specific framework, projects and policies aimed at improving the cycling environment. The BMP also recommended various strategies and educational programs intended to improve bicycle safety and the overall quality of the bicycle community.

In 2011, UCLA was awarded a bronze-level designation as a Bicycle Friendly University (BFU) through the League of American Bicyclists. The BFU designation is an honor given the challenges UCLA faces being located in a city heavily dependent upon and designed around the private automobile. UCLA Transportation will work to achieve a higher BFU designation by following the mission statement of the BMP.



FIGURE I.1 - UCLA BICYCLE FRIENDLY UNIVERSITY SEAL

1.2

IMPLEMENTATION PROGRESS REPORT PURPOSE AND FORMAT

The intent of the Progress Report is to provide a transparent analysis of the implementation of the BMP. Implementing the BMP has been contingent on a number of resources including, but not limited to: funding, staff time and development of applicable technology.

Section 2 of the Progress Report provides an update of the objectives which are listed under each goal of the BMP. Some objectives are called for specifically under the short-term and long-term recommendations of the BMP, and thus will be covered in greater detail under **Section 3**. The Progress Report also provides available, measurable data for key Performance Measures under each goal of the BMP.

Section 3 of the Progress Report assesses the specific short-term and long-term recommendations of the BMP. The Progress Report lists which projects have been completed, projects that are still in process and which projects should be updated.

Assessing the progress in reaching the goals and objectives of the BMP ensures that bicycle improvement efforts on campus are a priority and are within the spirit of the original mission statement of the BMP. Updating the recommendations made in the BMP ensures that these efforts are aligned and relevant within the larger Los Angeles community and current planning environment.

2.0

GOALS, OBJECTIVES AND PERFORMANCE MEASURES

2.1

GOAL I – INCREASE BICYCLE USE AT UCLA

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

OBJECTIVES:

See **Section 3** for an update of all the short-term and long-term recommendations.

• Establish programs that support and serve the UCLA bicycling community

- In 2005, UCLA Transportation and UCLA Recreation started the UCLA Bike Shop. The UCLA Bike Shop provides the UCLA community a basic maintenance and repair shop directly on campus. The UCLA Bike Shop staffs technicians that repair and service bicycles, provides tools for people to repair their own bikes and hosts free quarterly safety and maintenance classes.
- In 2008, UCLA Transportation and UCLA Recreation launched the Bruin Bikes Program. The aim of the Bruin Bikes Program is to make bicycles more available for the UCLA campus community. Bicycles were provided to the UCLA Guest Houses as an amenity for guest use, and various departments on campus for employees to use in place of a departmental motor-vehicle. Currently there are five bicycles at the Tiverton Guest House and UCLA Guest House, and there are 27 bicycles available with various departments on campus.
- In 2010, through a grant provide by The Green Initiative Fund (TGIF), UCLA Transportation and UCLA Recreation launched the UCLA Bike Library for students. In 2011, TGIF provided additional funding to add more bicycles to the Bike Library due to growing demand. The UCLA Bike Library has 90 bicycles available for rent for \$45 per quarter.

- In 2011, UCLA Transportation launched the Bruin Commuter Club (BCC). The BCC is designed to provide UCLA employees information, subsidies and incentives based on their commute mode, including bicycling. See **Section 3.4.2** for more information about the BCC.

See **Sections:**

3.2.1 related to the Campus Bikeway Network;

3.2.2 related to Campus Bike Signage;

3.3.1, 3.3.2, & 3.3.3 related to Campus Bike Parking.

- **Provide infrastructure improvements to facilitate bicycle use**
- **Improve bicyclists' ability to commute to and from UCLA via multi-modal connections, such as bike-transit trips or bike-vanpool trips**

- To promote multi-modal connections, UCLA Transportation subsidizes approximately 50% of the cost for transit passes for the following agencies for eligible staff and students:

- Santa Monica Big Blue Bus
- Culver CityBus
- Metro
- LADOT Commuter Express
- City of Santa Clarita Transit
- Antelope Valley Transit Authority

All of the above transit agencies currently equip their buses with a minimum two-capacity bike rack.

Except for folding bicycles, vanpools are currently not equipped to carry bicycles due to the limited amount of space on the vehicles. Roof bicycle racks are problematic due to height restrictions in UCLA parking structures. Rear bicycle racks are problematic due to emergency exit requirements for all vanpool vehicles.

PERFORMANCE MEASURES

- **Change in annual bicycle mode split (Source: SCAQMD survey data and periodic student surveys)**

- In 2008 there were approximately 1,100 reported bicyclists. In 2012, there were approximately 2,400 reported bicyclists. Between 2008 to 2012, commuter bicycling at UCLA more than doubled.

- **Change in bicyclists entering UCLA campus (Source: Periodic bicycle cordon counts)**

- No data available.

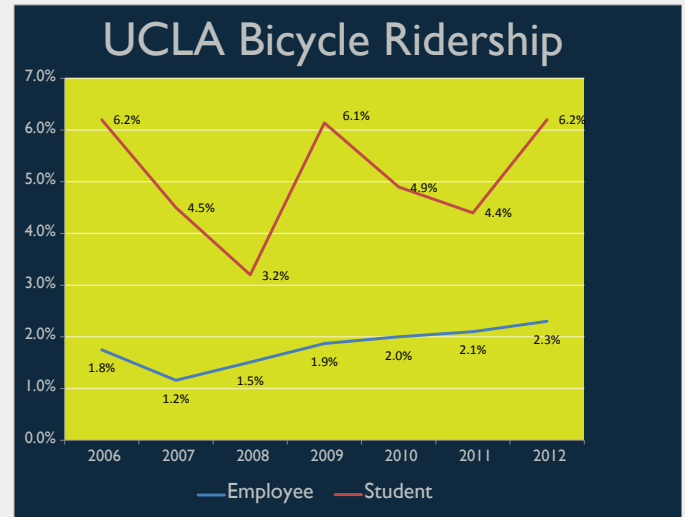
Given multiple entrances on campus, and different campus buildings located off campus, a campus cordon count is deemed logistically problematic and resource intensive.

See **Figure 2.1.1 - UCLA Bicycle Ridership**

¹ Bicycle mode split data is based off the annual AQMD Commuter Survey, and the Spring Student Survey, both of which UCLA Transportation conducts.

This metric is being replaced by periodic internal campus bicycle counts across several screen lines in both the N-S and E-W directions. Further, bicycle mode split data gathered annually through the SCAQMD Survey and the Student Transportation Survey will be the primary performance metric used to measure the growth of bicyclists commuting to campus.

FIGURE 2.1.1 - UCLA BICYCLE RIDERSHIP

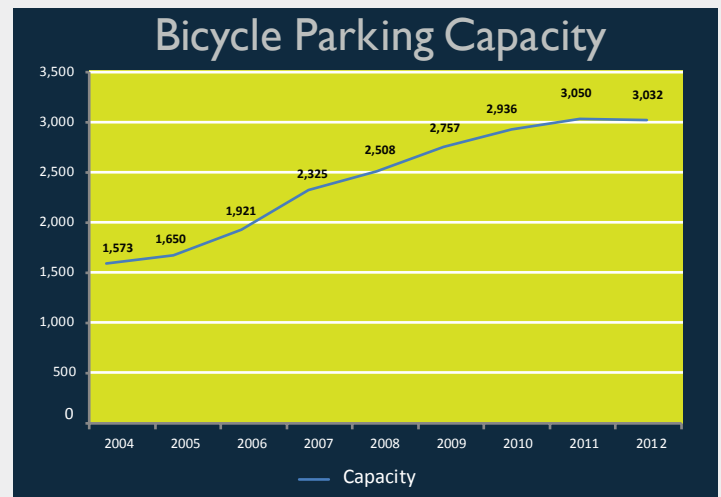


See Figure 2.1.2 - UCLA Bicycle Parking Capacity

• **Change in the number of bicycle parking spaces on campus (Source: Annual bike rack surveys)**

- Bicycle parking capacity can fluctuate as UCLA Transportation phases out older fence-style bicycle racks with 'Inverted-U' bicycle racks. The Inverted U bicycle rack was adopted as the campus standard bicycle rack, which is consistent with **Recommendation 3.3.2**. Older fence-style bicycle racks have more parking capacity per space, but are not favored by bicyclists and are not recommended by the Association of Pedestrian and Bicycle Professionals.

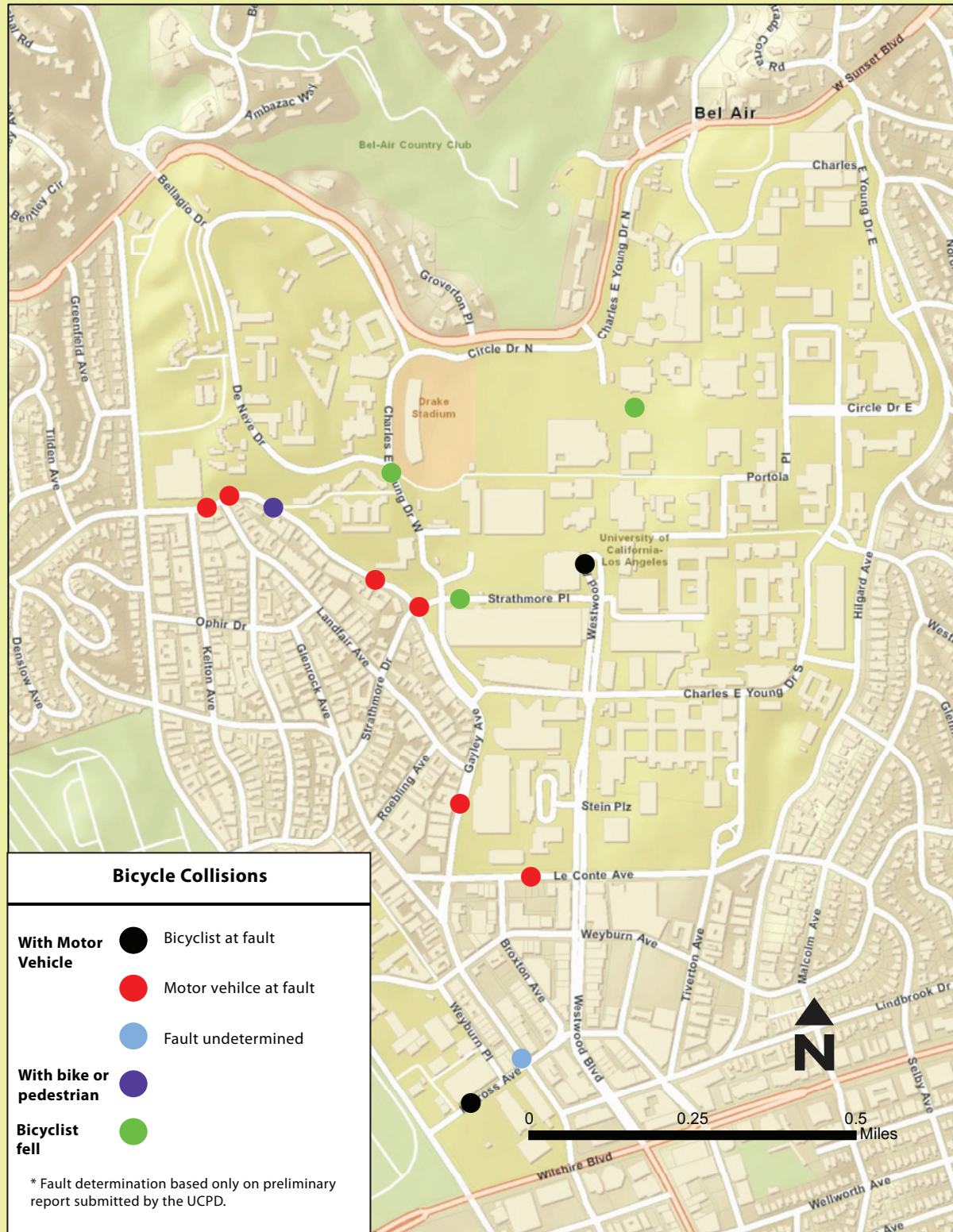
FIGURE 2.1.2 - UCLA BICYCLE PARKING CAPACITY



• **Change in the number of bicycles on buses arriving on campus (Source: Periodic counts of bikes on buses)**

- No data available.

FIGURE 2.2.1 - 2009 - 2011 BICYCLE COLLISIONS AT UCLA



Given multiple bus stops and destinations on and off campus, counting bikes on buses is also deemed logistically problematic and resource intensive. As a result, UCLA Transportation will gather multimodal bicycle-bus trips through the annual Spring Student Survey.

2.2

GOAL 2 - IMPROVE BICYCLE SAFETY

Take appropriate measures to improve safety conditions for bicyclists.

OBJECTIVES:

See **Section 3.2.1** related to the Campus Bikeway Network

- **Develop campus bikeway network that makes bicycling a viable alternative to the automobile and minimizes conflicts between bicyclists and pedestrians and/or other vehicles**

See **Section 3.6.1** related to the Campus Bicycle Safety and Education Program

- **Create bicycle safety materials and distribute widely**
- **Offer bicycle commuting skills and bicycle safety courses to improve bicycling skills and knowledge of UCLA bicyclists**

See **Section 3.5.3** related to the Create Dismount Policy

- **Adopt and enforce on-campus rules and regulations to improve overall safety for bicyclists, pedestrians, and motorists**

PERFORMANCE MEASURES

See **Figure 2.2.1 – 2009 - 2011 Bicycle Collisions at UCLA**

- **Change in annual collisions between motor vehicles and bicyclists (Source: UCPD collision data)**
- In 2009, there were four collisions between motor vehicles and bicyclists reported to the UCPD. In three of the four collisions, the motor vehicle was found to be at fault according to the preliminary report submitted by the UCPD. In 2009, there was one reported collision between two bicyclists in a crosswalk and one reported collision where the bicyclist lost control of their bicycle due to unsafe speed.

In 2010, there were five collisions between motor vehicles and bicyclists. In three of the five collisions, the motor vehicle was found to be at fault. In one of the five incidents, the fault was undetermined due to conflicting stories by the two parties. In 2010, there were two reported collisions where the bicyclist lost control of their bike.

- **Change in annual collisions between bicyclists and pedestrians (Source: UCPD collision data)**

- No current data available.

- **Change in number of bicyclists wearing helmets (Source: Periodic bicycle cordon counts)**

- No current data available. UCLA Transportation has not conducted a bicycle cordon count since 2005.

2.3

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**

- UCLA continually markets bicycling as a viable transportation mode to the campus community. Some of the annual events where UCLA Transportation promotes bicycling include: Bruin Welcome Week, Rideshare Week and Bike to Campus Week.

In 2010, UCLA Transportation, with support from the UCLA Sustainability Center, filmed the 'Bike-U-Mentary' video. The Bike-U-Mentary video interviewed two people from UCLA who bike to campus from different parts of Los Angeles. The two bicyclists in the Bike-U-Mentary share why they bike regularly and offer tips for anyone interested in bicycling more often. The Bike-U-Mentary was promoted through different media channels on campus. Among various accolades, the Bike-U-Mentary won the 2010 Metro Diamond Rideshare Marketing award and the 2010 LA Film and Script Festival Best Short Documentary.

- **Sponsor special events to disseminate information and increase bicycling's profile on the UCLA campus**

- Bike to Campus Week is hosted by UCLA Transportation annually during National Bike to Work Week. Bike to Campus Week is typically hosted for three days, during which UCLA Transportation along with UCLA Recreation provide information about resources that are available for current bicyclists and anyone interested in bicycling.

Bike to Campus Week is the largest special event hosted by UCLA Transportation to promote bicycling. However, UCLA Transportation also sponsors other events to promote bicycling including: BruinFest, Welcome Week, Rideshare Week and Earth Day.

- **Install signage and stenciling to inform motorists of the existence of bicyclists on the roadway**

- Bicycle sharrows have been installed on the designated campus bikeways, see **Section 3.2.1** related to the Campus Bikeway Network, along with directional 'UCLA Bike Route' signage, see **Figure 3.2.2**. In 2013, a decision was made to augment the sharrows with a bright green background. This project will occur subsequent to publication of this report.

- **Institutionalize a general awareness of bicycling on the UCLA campus such that it is incorporated into all levels of development and construction**

- Sustainability awareness has grown on campus and along with it, bicycling. The University of California (UC) system adopted a policy that requires all new buildings constructed on UC campuses to meet LEED certification standards. Bicycle facilities are a component of LEED certification and are considered through the design and construction process at UCLA. UCLA Transportation works directly with UCLA Capital Programs to support the University's mission to meet LEED certification standards for all new construction on campus.

PERFORMANCE MEASURES

See **Section 2.1** regarding cyclist ridership on campus.

- **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)**

- UCLA Transportation is a member of Metro's I-405 Community Action Committee (CAC). As a member of the CAC, UCLA Transportation has submitted recommendations related to the I-405 Construction project that would improve bicycle access along affected freeway underpasses, including Wilshire and Ohio. UCLA Transportation has also submitted recommendations related to the Updated Los Angeles City Bicycle Master Plan, see **Recommendation 3.1.2**.

2.4

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 UCLA Transportation budgets)**
- UCLA Transportation's Bicycle Program Budget increased by 48% from 2008 to 2012, reaching approximately \$160,000.
- **The number of grants/amount of grant funding secured for bicycle related improvements**

See **Section 3.8.1** related to grant funding.

2.5

GOAL 5-CREATE SUSTAINED BICYCLE PROGRAM

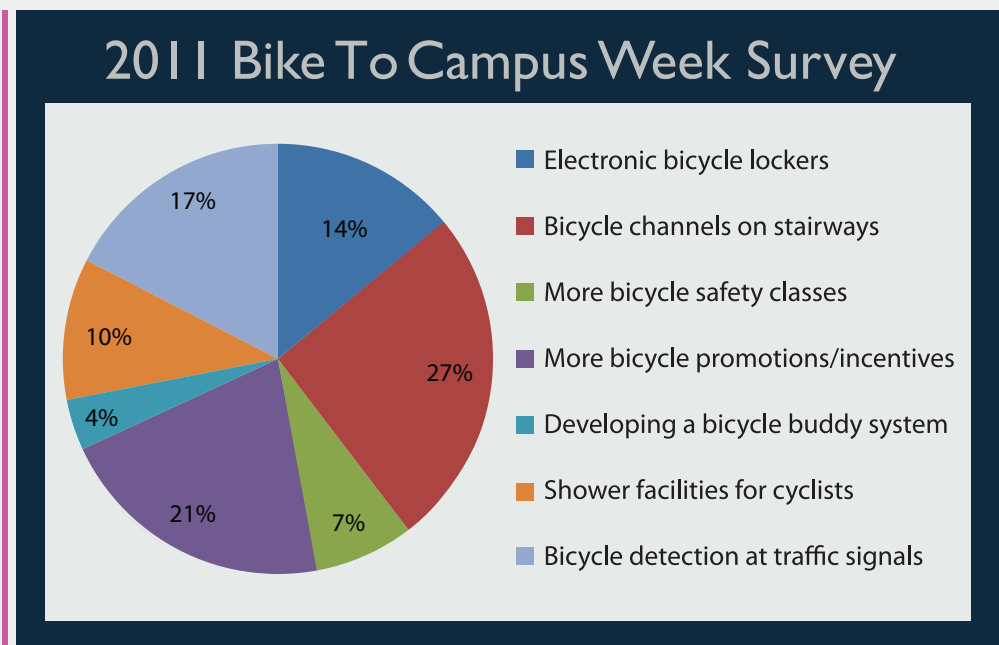
Develop and establish a bicycle program that has the necessary structure and institutional support to sustain itself for the long haul.

OBJECTIVES

- **Create programs that provide valuable service to the UCLA cycling community**
- **Evaluate staffing needs of bicycle program to determine whether additional resources are required**
 - Due to growing demand, UCLA Transportation and UCLA Recreation jointly funded a Bike Shop manager position. For more information about the UCLA Bike Shop and the UCLA Bike Shop manager, see **Section 3.4.3**
- **Periodically assess the needs of the campus cycling population and respond accordingly to these needs**
 - Bicyclists voice their ideas and concerns to UCLA Transportation regularly. Individual bicyclists have raised issues through the UCLA Transportation 'Ask Transportation' web site application. Collectively, the UCLA Bicycle Coalition has met with UCLA Transportation to address bike-related issues on campus.
 - In 2011, during Bike to Campus Week, UCLA Transportation conducted a brief survey among the event attendees. The attendees were asked "what improvements would you most like to see on campus?"

See **Figure 2.5.1 - 2011 Bike to Campus Week Summary**

FIGURE 2.5.1 – 2011 BIKE TO CAMPUS WEEK SURVEY



- In 2012, UCLA hosted the first 'Bikeable UCLA' event. The Bikeable UCLA event was a public dialogue between UCLA Transportation, UCLA Environmental Health Sciences, the Institute of the Environment and Sustainability, the UCLA School of Public Policy, various representative from the City of Los Angeles and members of the UCLA community regarding bicycle improvements on and off campus. See **Section 3.7.3** for more information about the Bikeable UCLA event.

PERFORMANCE MEASURES

- **The number of years that UCLA has an established bicycle program**
 - UCLA has had an established bicycle program for seven years, since the adoption of the UCLA Bicycle Master Plan.
- **Growth of other bicycle amenities on campus such as bicycle repair center, safety classes and other bicycle activities and events**
 - Bicycle parking, the UCLA Bike Shop and safety classes have all grown at UCLA. UCLA Transportation has also added three self-serve bicycle repair stations on campus.
- **Information obtained through campus outreach activities, to include regular surveys, annual outreach meeting with the cycling community and other ongoing community outreach.**

See **Section 3.2.3** for more information about the bicycle repair stations

See **Section 3.7.3** for more information related to bicycle outreach and events

3.0

RECOMMENDATIONS

3.1 IMPROVE BICYCLE ACCESSIBILITY TO UCLA

3.1.1 Designate and Develop UCLA Bike Transit Hub

STATUS:

- Completed

COMMENTS:

- In 2006, Metro drafted their Bicycle Transportation Strategic Plan to help guide various city and transit agencies throughout Los Angeles County in order to better improve bicycle facilities. A major component of the Strategic Plan was the selection of 167 'bike transit hubs' throughout the County.

The purpose of selecting the bike transit hubs was to identify areas to provide improved,

See **Figure 3.1.1**
- Los Angeles
Bike Transit Hub
Network - METRO

See **Figure 3.1.2** -
Bike Transit Hub
List - METRO

3.1.2

efficient, multi-modal access between bikes and transit.

UCLA's Ackerman and Hilgard Bus Terminals were both selected as bike transit hubs and listed under Metro's 2006 Strategic Plan.

MOVING FORWARD:

- UCLA will continue to work with Metro to improve bicycle access to UCLA. UCLA has been identified as a stakeholder in various Metro projects adjacent to campus, including the I-405 Sepulveda Pass Improvement Project, Expo Line Phase 2, and the Westside Subway Extension. UCLA Transportation has also served on the Metro Bicycle Roundtable to provide input on future Metro bicycle projects.

Work with Local Municipalities to Designate and Construct More Bikeways

STATUS:

- In Process

COMMENTS:

- Safe and accessible bikeways remain the largest challenge for bicyclists commuting to campus.

The UCLA campus is located in the Westwood neighborhood in the City of Los Angeles.

The surrounding land uses, traffic volume and disconnected bikeways off-campus present unique challenges for bicycle commuters.

In 2008, the City of Los Angeles began updating their 2006 Bicycle Master Plan. UCLA Transportation submitted recommendations for improved bikeways pertinent to UCLA commuters. The Los Angeles

City Council formally adopted the 2010 Bicycle Master Plan in March 2011.

See **Figure - 3.1.2.A/B-LA Bike Plan 5-Year Implementation Strategy**

Along with the adoption of the 2010 Plan, the City of Los Angeles also adopted a 5-Year Implementation Strategy, committing to implement 200 miles of bikeways between 2011 and 2016. The Implementation Strategy divides bikeway facilities between Priority 1 and Priority 2.

The following bikeways are within the UCLA/West Los Angeles area and are listed under the Implementation Strategy:

Figure 3.1.2 A - L.A. bike plan 5 years Implementation Strategy

PRIORITY I

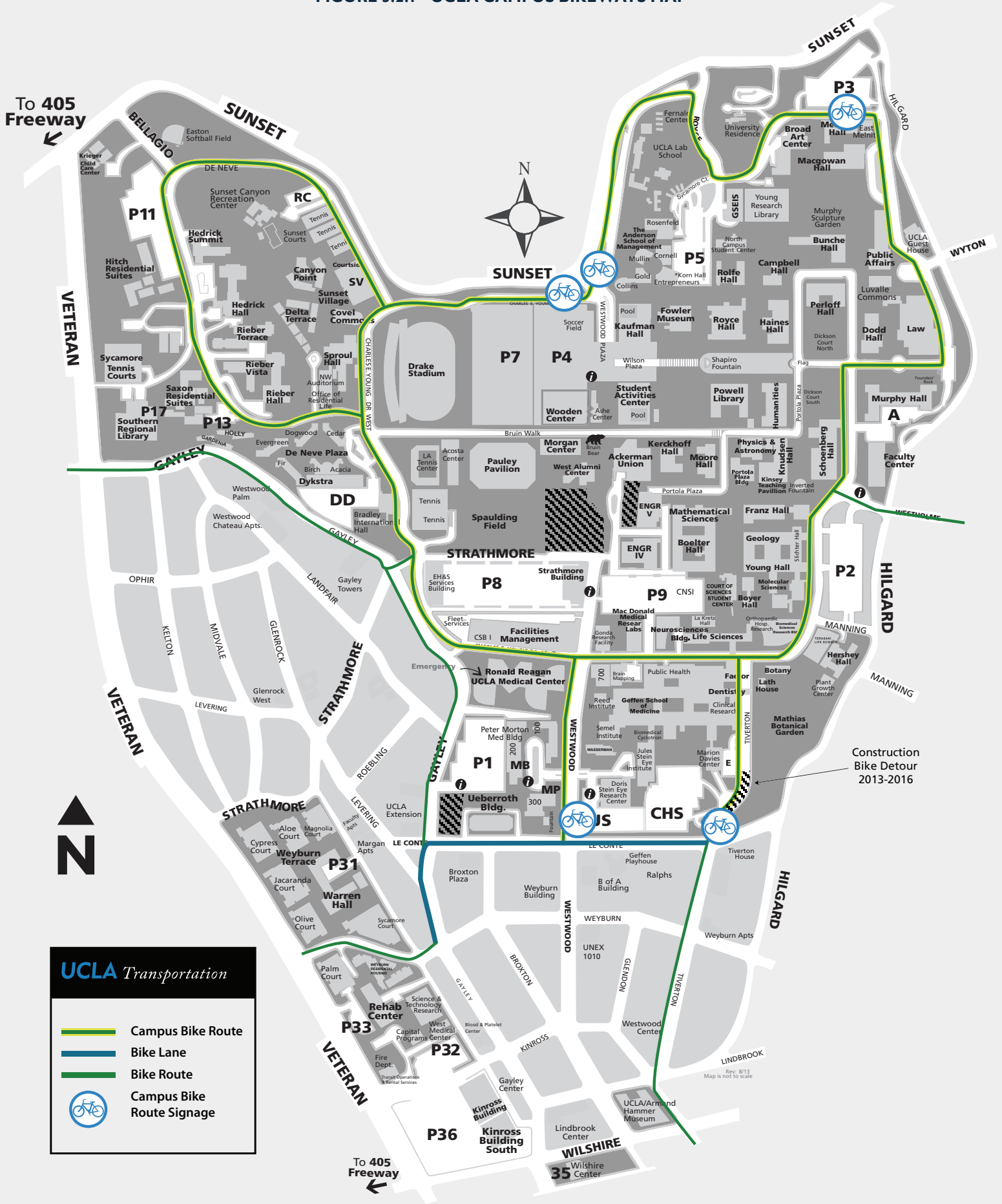
Street	Council District	From	To	Treatment
Ave of the Stars	5	Santa Monica Blvd.	Pico	Lane
Pico	5	Ave of the Stars	Motor	Lane
Westwood	5	Santa Monica Blvd.	Malcolm	Lane
National Pl	5	Malcolm	Overland	Lane
Overland	5	National Pl	Palms	Lane
Overland	11	Palms	Venice	Lane
Wilshire	5	Veteran	Moreno Dr	Lane
Exposition	5	Motor	National	Lane

PRIORITY 2

Street	Council District	From	To	Treatment
Motor	5	Monte Mar	Manning	Lane
Westwood	5	Le Conte	Wellworth	Lane
Palms	5	405 Freeway	Mentone	BFS*
Palms	5	Mentone	National	BFS
Sepulveda	5	Ohio	Palms	Lane
Sepulveda	11	Palms	Venice	Lane





* BFS – Bicycle Friendly Street. According to the 2010 Bicycle Master Plan Technical Design Guidebook, BFS are Class III Bicycle Routes which should be installed on local or minor roadways. BFS may use the same or additional signage and shared roadway markings ‘sharrows’ as Bicycle Routes.

FIGURE 3.2.1 - UCLA CAMPUS BIKEWAYS MAP



Construction Bike Detour 2013-2016

UCLA Transportation

-  Campus Bike Route
-  Bike Lane
-  Bike Route
-  Campus Bike Route Signage

To 405 Freeway

Map is not to scale

FIGURE 3.1.1 – LOS ANGELES BIKE TRANSIT HUB NETWORK – METRO

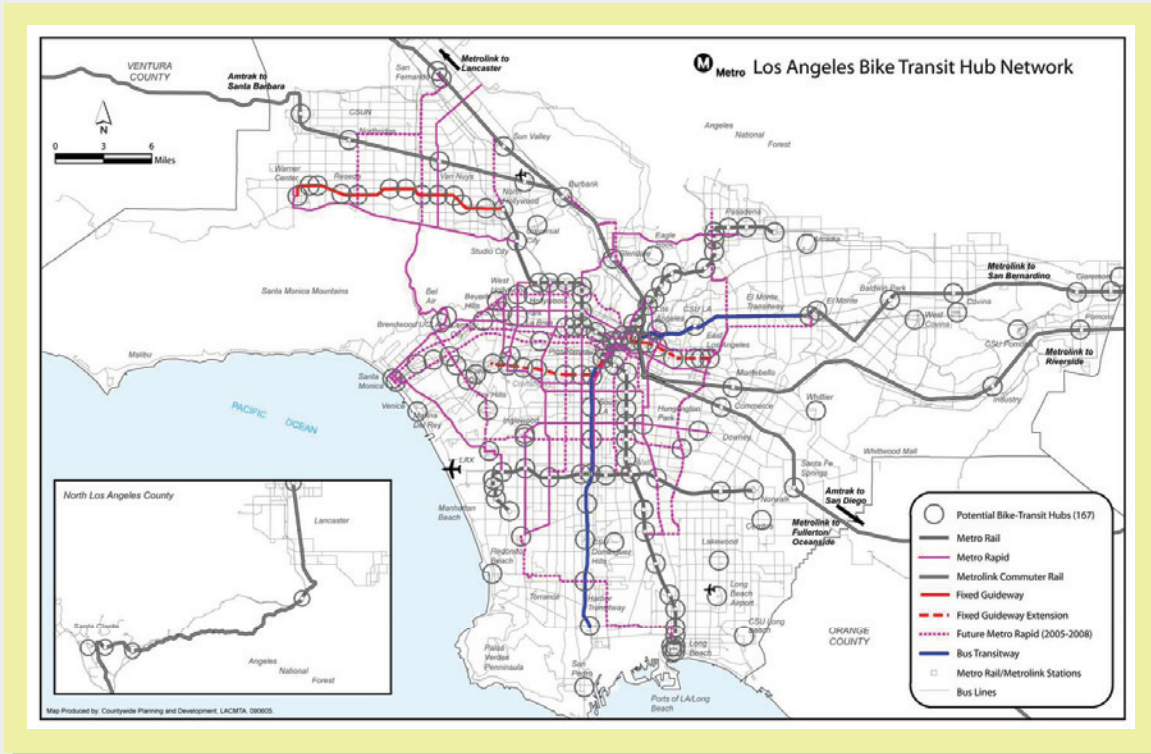


FIGURE 3.1.2 – BIKE TRANSIT HUB LIST - METRO

Highest number in category			59451	269915	142273	76992	9	5.00	5.00	5	5.00	5.00	5.00	359	
Weighting factor								10	25	5	25	15	25		
Hub	Line	Hub Name	Subregion	Transit Ridership <3 miles	Population_3mi	Employment_3mi	HH_Income_3mi	Service_TOTAL	Normalized_Service	Normalized_Ridership	Normalized_Terminus	Normalized_Population	Normalized_Employment	Normalized_HH_Income	SCORE_RAW
709	TC	Artesia TC	GW	2459	45988	29703	33697	8	4.44	0.21	0	0.85	1.04	2.81	157
710	TC	Carson	SB	2107	52024	44555	38094	6	3.33	0.18	0	0.96	1.57	2.55	148
711	TC	LAX City Bus Center	SB	4634	45737	27888	35598	5	2.78	0.39	0	0.85	0.98	2.69	141
712	TC	Manchester	SB	17084	46592	85331	50816	6	3.33	1.44	0	0.86	3.00	1.70	178
713	TC	PCH	SB	2775	40205	49278	66475	6	3.33	0.23	0	0.74	1.73	0.68	101
714	TC	Pico Rimpau TC	C	32393	44386	56989	43374	5	2.78	2.72	0	0.82	2.00	2.18	201
715	TC	Rosecrans	GW	5764	68795	59341	40932	6	3.33	0.48	0	1.27	2.05	2.34	167
716	TC	Slauson	C	24744	101306	106543	46178	6	3.33	2.08	0	1.88	3.74	2.00	238
717	TC	West LA TC	W	11677	55160	52139	51635	5	2.78	0.98	0	1.02	1.83	1.65	147
718	TC	UCLA Ackerman Terminal	W	4463	99011	56250	48589	6	3.33	0.38	0	1.83	1.98	1.84	164
720	TC	UCLA Hilgard Terminal	W	4094	100121	55052	48301	2	1.11	0.34	0	1.85	1.93	1.86	142
721	TC	Cal Poly Pomona TC	SGV	996	27221	27947	71611	4	2.22	0.08	0	0.50	0.98	0.35	60
722	TC	South Bay Galleria	SB	3067	64285	60749	63740	6	3.33	0.26	0	1.19	2.13	0.86	123
723	TC	Santa Monica Transit Mall	W	3667	69735	66370	71287	7	3.85	0.31	0	1.25	2.33	0.37	123
724	TC	West Covina TC	SGV	3874	59637	66968	53322	4	2.22	0.33	0	1.10	2.35	1.54	132
800	ORANGE	Metro Orange "Rapidway" (Future)													
801	ORANGE	Laurel Canyon	SFV/NC	7603	52407	74358	42624	2	1.11	0.64	0	0.97	2.61	2.23	146
802	ORANGE	Valley College	SFV/NC	8942	53198	66178	41827	2	1.11	0.75	0	0.95	2.33	2.28	147
803	ORANGE	Woodman	SFV/NC	9702	51543	64662	41550	2	1.11	0.82	0	0.95	2.27	2.30	147
804	ORANGE	Van Nuys	SFV/NC	8879	51214	58206	42725	3	1.67	0.75	0	0.95	2.05	2.23	145
805	ORANGE	Sepulveda	SFV/NC	7818	47943	45906	43197	3	1.67	0.66	0	0.85	1.61	2.19	134
806	ORANGE	Woodley	SFV/NC	7719	45925	44062	46022	2	1.11	0.65	0	0.85	1.55	2.01	122
807	ORANGE	Balboa	SFV/NC	5871	44135	40499	52370	2	1.11	0.45	0	0.82	1.42	1.60	105
808	ORANGE	Reseda	SFV/NC	3415	46457	32773	51270	3	1.67	0.29	0	0.84	1.15	1.67	104
809	ORANGE	Tampa	SFV/NC	4301	60859	37242	51040	2	1.11	0.36	0	1.13	1.31	1.69	110
810	ORANGE	Pierce College	SFV/NC	4941	58045	45154	56130	2	1.11	0.42	0	1.08	1.59	1.35	106

FIGURE 3.1.2.B - LA BIKE PLAN 5-YEAR IMPLEMENTATION STRATEGY



3.2

IMPROVE ON-CAMPUS BICYCLE ACCESSIBILITY

3.2.1

Develop Campus Bikeway Network

STATUS:

- Completed

COMMENTS:

See **Figure 3.2.1 – UCLA Campus Bikeways Map**

- The following UCLA streets have been designated as Class III bikeways and signed accordingly as the UCLA Campus Bikeway Network: Westwood Plaza, Tiverton Drive, De Neve Drive, and Charles E. Young Drive.

In 2012, UCLA Transportation hired Stantec Inc. to provide engineering and consulting recommendations for areas around campus that have been identified as problematic, including Strathmore Drive and portions of Charles E. Young Drive. UCLA Transportation installed a bike lane along Strathmore Drive in Fiscal Year 2012-2013. Recommendations for Charles E. Young Drive are under review.

MOVING FORWARD:

- Bike Lane Segments will be created where there is demand and space on the existing roadway.

UCLA Transportation will continue to monitor the roadway condition of the UCLA Bikeway Network, as well as the sharrows used to mark the roadways, and make any repairs necessary to maintain the UCLA Bikeway Network. UCLA Transportation will apply specific roadway treatments as needed.

3.2.2

Develop Bicycle Signage Plan

STATUS:

- Completed

See **Figure 3.2.2**
- **UCLA Bicycle**
Route Signs

See **Figure 3.2.1** -
UCLA Campus
Bikeways Map
for sign locations

3.2.3

COMMENTS:

- The following signs have been installed at various locations on campus to identify campus bikeways.

MOVING FORWARD:

- UCLA Transportation will continue to monitor the quality and the visibility of the signage used to designate the UCLA Bikeway Network, as well as make and/or facilitate any necessary repairs.

FIGURE 3.2.2 – UCLA BICYCLE ROUTE SIGNS



Other Infrastructure Improvements

STATUS:

- In Process

COMMENTS:

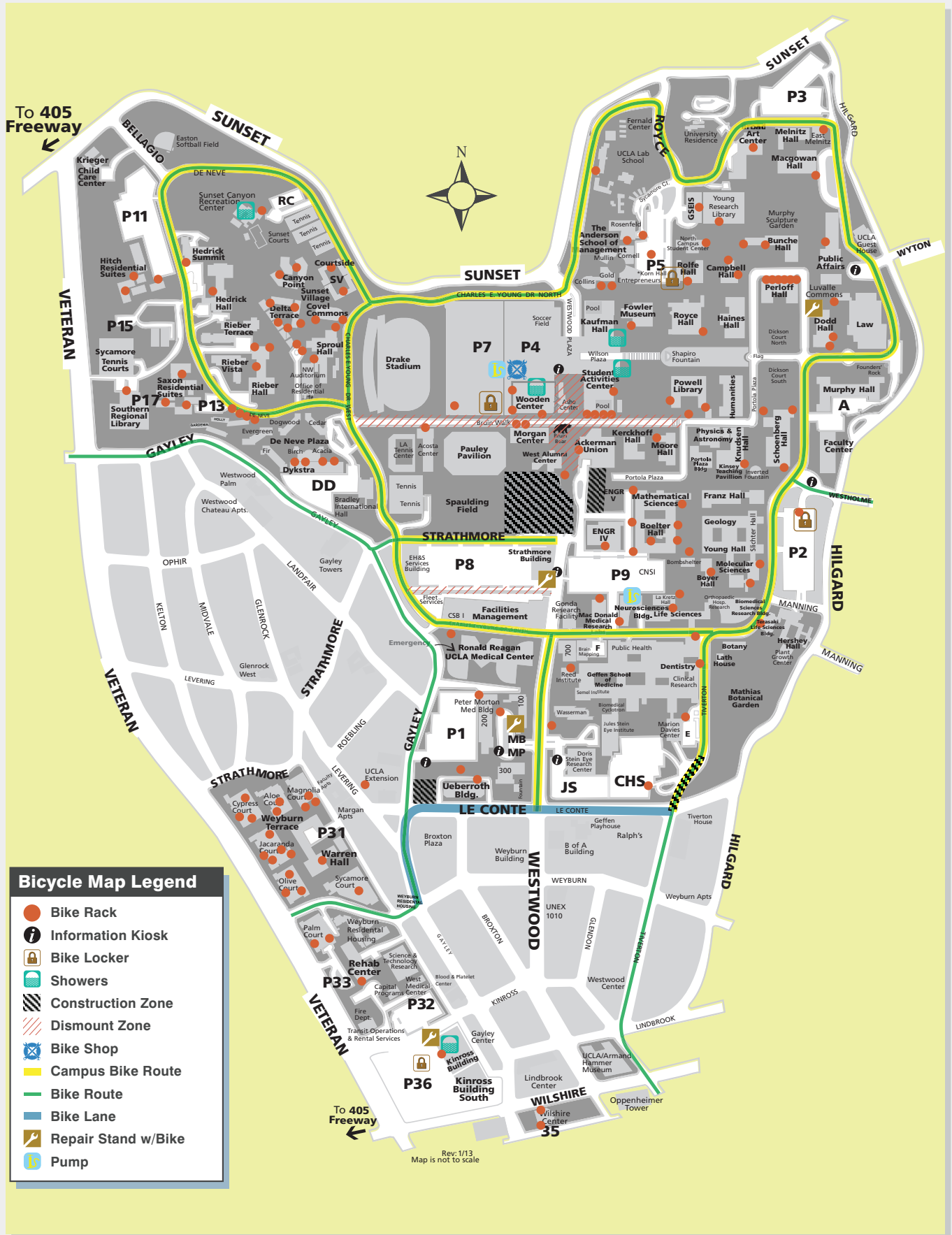
- In 2010, the California Manual on Uniform Traffic Control Devices (MUTCD) adopted a clause that required all new traffic-actuated signals to include detection for bicyclists.

UCLA Transportation is currently working with UCLA Capital Programs and the Los Angeles Department of Transportation (LADOT), Division of Traffic Signal Design, to make sure any renovated campus-roadway vehicle detectors include bicycle detection in order to meet the current MUTCD specifications.

- In 2011, UCLA Transportation began installing self-serve bicycle repair stations on campus. The repair stations provide basic tools and a tire pump for cyclists to make minor repairs or adjustments on their bikes. There are currently three repair stations on campus at the

⁴ Section 4D.105 (CA), Bicycle/Motorcycle Detection, California Manual on Uniform Traffic Control Devices (MUTCD), 2010

FIGURE 3.2.3A - UCLA CAMPUS BIKE MAP



See **Figure 3.2.3 A - UCLA Campus Bike Map** for repair station locations

following locations: Strathmore Building, Medical Center Plaza and Lu Valle Commons.

Other planned infrastructure improvements include bicycle channels along campus stairways, and an automated bicycle counter at strategic campus intersections.

Bicycle channels allow bikes to be rolled along stairways, and have been used in other areas such as San Francisco's Bay Area Rapid Transit (BART) stations.

A bicycle stair channel for the Ackerman/Portola Plaza Steps has been designed and once the second phase of the Engineering VI building project is completed, it will be constructed. A second bicycle channel is recommended for the Covell Steps, which is near the Residence Hall area of campus.

Automated bicycle counters provide real-time ridership data, as well as serve as gateway signs welcoming cyclists on campus.

The first automated bicycle counter will be installed on Strathmore in Fiscal Year 2013-2014.

See **Figure 3.2.4 - Bicycle Counter**

FIGURE 3.2.3.B – UCLA BICYCLE REPAIR STATION



FIGURE 3.2.3 - BART STATION BIKE STAIR CHANNEL



FIGURE 3.2.4 - AUTOMATED BICYCLE COUNTER IN
COPENHAGEN, DENMARK



3.3

IMPROVE BICYCLE PARKING AT UCLA

3.3.1

Increase Amount of Bicycle Parking On-Campus

STATUS:

- Ongoing

COMMENTS:

- UCLA currently provides over 3,000 free bicycle parking spaces on campus. Since the adoption of the BMP, UCLA Transportation has added over 1,000 bicycle parking spaces on campus. New bicycle parking facilities are provided on an as-needed basis, while some underutilized facilities are redeployed to high utilization areas.

UCLA Transportation will continue to work with UCLA Capital Programs to ensure new campus construction provides bicycle parking to meet University standards and assist with LEED Certification.

3.3.2

Establish Bicycle Rack Standard and Phase out Obsolete Bicycle Racks

STATUS:

- Ongoing

COMMENTS:

- The 'Inverted-U' bicycle rack has been adopted as the campus standard for bicycle parking. The 'Inverted-U' bicycle rack is recommended by the Association of Pedestrian and Bicycle Professional (APBP) and all new rack installations follow APBP's Bicycle Parking Guidelines.

In 2007, UCLA implemented the Bike Rack Deployment Plan, which began to phase out

obsolete bike racks in high utilization areas.

However, a number of obsolete bike racks do remain on campus.

UCLA Transportation will continue to identify areas on campus where bicycle parking can be improved, as well as identify underutilized bike racks that can be relocated

through the annual Bike Rack Utilization Survey.

UCLA Transportation allocates an annual budget line item in order to meet ad-hoc bike parking requests throughout the year.

FIGURE 3.3.2 – INVERTED U BIKE RACK



3.3.3 Install Bicycle Lockers On-campus

STATUS:

- Ongoing

COMMENTS:

- Currently, there are 20 electronic, on-demand bicycle lockers at four different locations on campus: CHS Parking Structure (PS), PS 2, PS 5 and PS 7.

FIGURE 3.3.3 – UCLA AUTOMATED BIKE LOCKERS



- The electronic bike lockers are managed by the Bicycle Parking Network. The lockers, however, have proved to be unreliable and consistently problematic. The current locker system will be retrofitted and replaced with an updated system.

UCLA Transportation is working with BikeLink, a company based in San Francisco that operates bike lockers around the San Francisco Bay Area, Portland and San Diego. BikeLink's system has grown over the years and continues to improve in the bicycle parking market.

In Fiscal Year 2013 – 2014, UCLA Transportation is implementing a pilot program to test BikeLink's locker system, to determine whether their system will be an appropriate replacement for the existing lockers.

For existing bicycle rack and locker locations see **Figure 3.2.3.A – UCLA Campus Bike Map.**

3.4 OFFER INCENTIVES TO BICYCLE TO CAMPUS

3.4.1 Provide Discounted Rates for On-campus Car Sharing

STATUS:

- Completed

COMMENTS:

- Zipcar is the official car share provider for UCLA. Zipcar offers discounted membership rates for UCLA employees and students. UCLA Transportation also offers a subsidized Zipcar account for UCLA employees who participate in an alternative commute program and do not have a personal parking permit. The current incentive is four hours of Zipcar use per month.
- UCLA Transportation's Alternative Commute Program (ACP) account with Zipcar was recently formally packaged into the Bruin Commuter Club. Given the anticipated increase in participants in the ACP account, UCLA Transportation may reduce the subsidy.

3.4.2 Provide Financial Incentives to Bicycle Use

STATUS:

- Completed

COMMENTS:

- The Bicycle Commuter Act was signed into law in 2009, allowing bicyclists to add \$20 a month of bicycle commuting expenses to their Qualified Transportation Fringe Benefits (QTB). However, as the Bicycle Commuter Act currently stands, the bicycle commute benefit is provided as a reimbursement to the employee from the employer. The employer can then claim the provided benefits as a federal tax credit. However, given that the University of California (UC) system is a non-profit organization and does not pay federal

taxes, the UC system has deferred implementing the benefits under the Bicycle Commuter Act. The current version of the Bicycle Commuter Act also prohibits bicyclists from taking separate QTBs, even if the combined value is below the current allowable amount.

Another bill was introduced in 2009, H.R. 863, that would amend section 132(f) of the IRS Tax Code, allowing employers to pay for the bicycle commute benefit through pre-tax deductions, as well as allow employees to use both the bicycle commute benefit and any other QTBs. Both the UC Office of the President and UCLA Transportation are following the development of the bill.

In 2011, UCLA Transportation developed the Bruin Commuter Club (BCC). The BCC provides members incentives based on their commute mode. Bicycling is one of several commute options from which members can select to receive benefits. BCC Bicyclists will receive discounted parking, Zipcar benefits and incentives through the Metro Rewards Program. BCC Bicyclists can also choose up to \$50 of the following incentives per year:

- » \$25 UCLA Bike Shop Voucher
- » \$25 Helen's Cycles Voucher
- » UCLA Recreation Commuter Passport (\$25 value)
- » Los Angeles County Bicycle Coalition Annual Membership (\$25 value)

3.4.3

Establish UCLA Community Bicycle Center

STATUS:

- Complete

COMMENTS:

- The UCLA Bike Center (UCLA Bike Shop) was established in 2005 and serves as a basic service bicycle shop. The UCLA Bike Shop performs light maintenance and repairs on bicycles, as well as provides bicycle repair tools for UCLA employees and students, and hosts quarterly bicycles safety and maintenance classes. In recent years, the UCLA Bike Shop has added additional classes, staff and currently operates the UCLA Bike Library.

In 2011, UCLA Recreation hired a manager to oversee the operation and development of the UCLA Bike Shop. The bike manager oversees bicycle repairs, the training classes hosted by the UCLA Bike Shop, as well as all bike rentals. Funding for the bike manager position is shared between UCLA Recreation and UCLA Transportation.

MOVING FORWARD:

- The UCLA Bike Shop not only provides services for the UCLA community, but also provides an opportunity for interested staff and students to work on bikes and bike-related projects. UCLA Recreation has been a partner through the Bruin Bikes Program and the UCLA Bike Library. UCLA Transportation will continue to support and grow the UCLA Bike Shop. As current bike projects grow and more bike projects develop, UCLA Transportation should utilize staff at the UCLA Bike Shop, when appropriate.

3.4.4

**Provide Discounted Shower/Locker
Access to UCLA Staff and Faculty**

STATUS:

- Complete

COMMENTS:

- Discounted shower and locker access is provided by the UCLA Commuter Passport. The Commuter Passport allows employees to access showers at Recreation facilities on campus for \$25 per year. Shower and locker access is \$45 per year. The

Commuter Passport is available for purchase through the John Wooden Center.

MOVING FORWARD:

For existing shower locations on campus, see **Figure 3.2.3.A – UCLA Campus Bike Map.**

- UCLA Transportation will work with UCLA Recreation, to ensure that any future shower and or locker facilities added on campus are covered under the Commuter Passport.

3.4.5

Install Showers in UCLA Buildings

STATUS:

- In-Process

COMMENTS:

- UCLA Transportation will continue to work with UCLA Capital Programs to ensure showers are installed in appropriate future campus building renovation and construction project in order to meet LEED designation standards.

3.5

CAMPUS BICYCLE REGULATIONS

3.5.1

Enforce on-campus cycling behavior

STATUS:

- Ongoing

COMMENTS:

- The UCLA Police Department (UCPD) currently enforces the following cycling regulations: CVC 21200, and all applicable provision therein, which provides that bicyclists have the same rights and responsibilities as vehicle drivers; Los Angeles

Municipal Code 56.15, which prohibits riding bicycles on sidewalks with a willful or wanton disregard for people or property; and the campus adopted Dismount Zone Policy, CVC 21113(f). UCLA Transportation will continue to work with the UCPD to make sure that enforcing campus bicycle policies remain a priority.

3.5.2

Offer Bicycle Registration

STATUS:

- Completed

COMMENTS:

- Campus Bicycle Registration is offered through the UCPD office. All bikes registered with the UCPD are registered through the National Bike Registry. Registration is \$10 for ten years of coverage.

3.5.3

Create Dismount Policy

STATUS:

- Completed

COMMENTS:

- The Dismount Zone Policy was adopted in 2009 with assistance from the UCPD. Bicycles, skateboards, scooters and roller skates, must be dismounted in designated Dismount Zone areas. Designated Dismount Zone areas include: Bruin Walk, Bruin Plaza, and the pedestrian sidewalk corridor between the Facilities Yard and Parking Structure 8, located between Westwood Plaza and Charles E. Young Drive.

See **Figure 3.5.3 – UCLA Dismount Zone**

MOVING FORWARD:

- UCLA Transportation will continue to work with the UCPD to ensure enforcement of the Dismount Zone remains a priority.

Further, UCLA Transportation will monitor campus pathways and mixed modal areas on campus in case additional dismount zone areas are necessary.

POSSIBLE TRIP HAZARD



**AUTHORIZED
VEHICLES ONLY**

VIOLATORS WILL BE CITED
C.V.C. 21113(a) UCPD

**PEDESTRIANS
HAVE PRIORITY**



**WALK YOUR
WHEELS**
IN THE DISMOUNT ZONE

3.5.4

Complete Quarterly Impounds of Abandoned Bicycles

STATUS:

- Update

COMMENTS:

- Currently, UCLA Transportation's Parking Enforcement Officers (PEOs) conduct an annual campus-wide bike sweep at the end of the spring quarter. PEOs also impound ad-hoc any bicycles that either present a hazard to pedestrians, block disabled access, or appear abandoned. PEOs leave a notice on bicycles 72 hours before impounding, which allows the owner an opportunity to remove their bicycle. Once a bicycle has been impounded, the bicycle is held for a minimum of three months, at which at any time the owner can reclaim their bicycle for a \$50 impound fee.

In 2010, California Assembly Bill 1890 was chaptered. AB 1890 changes the provisions to California Civil Code 2080.9, which is related to abandoned property. AB 1890 changes the limit of abandoned property required to be held by the University to \$300. Property assessed below \$300, unless cash or negotiable property, can be disposed of at the discretion of the University.

In 2011, UCLA Transportation adopted the changes to AB 1890 to UCLA Delegation of Authority (DA) 720.10 related to abandoned bicycles on campus. DA 720.10 allows UCLA Transportation to discard bicycles valued less than \$300 at their appropriate discretion.

In 2011, UCLA Transportation hosted the first campus 'Bike (Re)Cycling Day'. Abandoned bikes valued less than \$300 were given away to the campus community.

FIGURE 3.5.3 – UCLA DISMOUNT ZONE



UCLA DISMOUNT ZONE

Bruin Plaza, Bruin Walk, and the Parking Structure 8 corridor (see map) are all Dismount Zone areas. All bicycles, skateboards, scooters, and rollerblades must be dismantled and walked through the area. Signage has been posted which delineates each dismount zone area. Anyone in violation of the Dismount Zone policy can be fined starting at \$202 by UCPD.

The Dismount Zone Policy is consistent with the 2006 UCLA Bicycle Master Plan. This policy is not meant to discourage bicyclists from commuting around campus, but rather to protect the safety of pedestrians and bicyclists.



See **Figure 3.5.4**
– **UCLA Bike**
(Re)Cycling Day
Event Flyer

Bicycles were also donated to the Los Angeles County Bicycle Coalition (LACBC) Bicycle Wrangler Program, as well as the UCLA Thrift Store.

MOVING FORWARD:

- UCLA Transportation will continue to ensure campus bicycle racks are kept free of abandoned bicycles. UCLA Transportation will conduct regular and/or ad hoc bicycle impounds. Abandoned bicycles that are left unclaimed will be repurposed and provided to the campus community, to the LACBC and the UCLA Thrift Store.

3.6

BICYCLE SAFETY AND EDUCATION

3.6.1

Establish a bicycle safety and education program

STATUS:

- Update

RECOMMENDATIONS:

- **Develop safe cycling brochure with useful safety tips for distribution**

STATUS:

Complete

COMMENTS:

- A bicycle safety brochure was created in 2006 (see **Figure 3.6.1**, see **Figure 3.6.2**) and revised in 2011. The bicycle safety brochure is updated as needed, and distributed through UCLA Transportation and the UCLA Bike Shop.

FIGURE 3.5.4 – UCLA BIKE (RE)CYCLING DAY EVENT FLYER



UCLA Bike

(RE)CYCLING DAY

2011



one person's trash is another's sweet ride

PARKING STRUCTURE 8 ROOF

SUNDAY

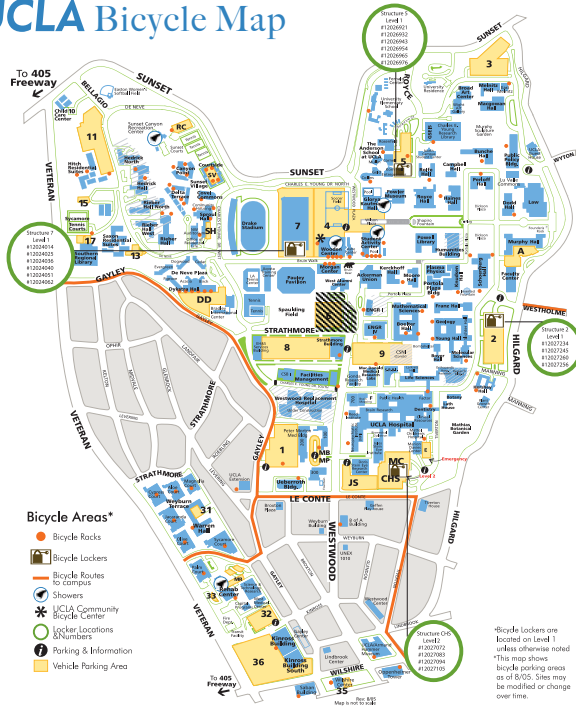
OCTOBER 16

10 AM
to
2 PM

WWW.TRANSPORTATION.UCLA.EDU

FIGURE 3.6.1 - BICYCLE SAFETY BROCHURE

UCLA Bicycle Map



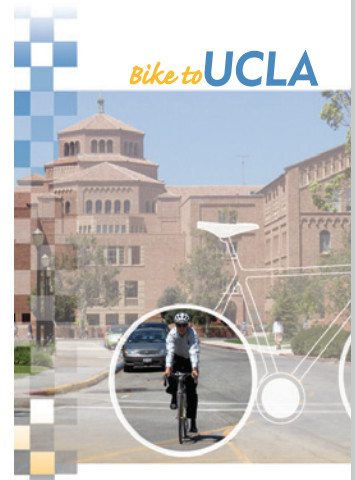
Keep your bike safe! Take advantage of the new bicycle locker program! Lockers are available on an on-demand basis. Sign up at www.bicycleparkingnetwork.com to become a member.



- UCLA Bicycle Program**
<http://www.bicycle.ucla.edu>
bike-info@ts.ucla.edu
 - UCLA Bicycle Advocacy Committee**
<http://www.studentgroups.ucla.edu/bicycles>
 - UCLA Community Bicycle Center**
bikeshop@ucla.edu
 - UCLA Cycling Team**
<http://www.studentgroups.ucla.edu/cycling>
 - UCLA Police Department**
601 Westwood Plaza
(310)825-1491
 - UCLA Transportation Services (Bike Impoundment)**
Strathmore Building (Citation Review Office)
555 Westwood Plaza
(310)825-2029
- For information on the "Commuter Passport" please visit the John Wooden Center or call (310)825-3701.

Other Resources

- Bicycle Kitchen (Bici Cocina)**
<http://www.bicyclekitchen.com>
- Bike Out! Santa Monica**
<http://www.bikeout.org>
- California Bicycle Coalition**
<http://www.calbike.org>
- LADOT Bike Program**
<http://www.bicyclesla.org>
- Los Angeles County Bicycle Coalition**
<http://www.labikecoalition.org>



a Are you tired of being stuck in traffic? Leave your car at home and hop on your bicycle to get to campus!

UCLA
Transportation Services
www.transportation.ucla.edu



Southern California Has Great Bicycling

Los Angeles has a splendid year-round climate for bicycling, and you'll enjoy the outdoor exercise. Since you will be riding alongside cars and other vehicles, it is important that you wear a bicycle helmet at all times, familiarize yourself with the best possible commuting routes to campus, and always practice safe bicycling techniques.

On campus, UCLA Recreation has many shower and locker facilities that are available to students, staff and faculty. Students automatically have access to these facilities, by presenting their valid BruinCard. Staff and faculty can gain access by obtaining a Recreation card. Additionally, non-Recreation cardholders can buy a "Commuter Passport," which allows them access to shower and locker facilities for a nominal fee. For information about the "Commuter Passport," please visit the John Wooden Center or call 310-825-3701.

Combining your bike ride with public transit can take you greater distances, allowing you to take a rest from the drive. Most public transit servicing UCLA features bike racks, including all Culver CityBus, Big Blue Bus and Metro Bus routes.

Bicycle Routes to UCLA Campus

Looking for a bicycle route to get you to campus and back? Free bicycle maps for the greater Los Angeles area are available at the UCLA Transportation Services lobby, located in the Strathmore Building at 555 Westwood Plaza. BikeMetro.com will generate bicycle routes for you, based on your skill level and riding preferences. For other routing questions, email bike-info@ts.ucla.edu

Bicycle Rules & Regulations

- Do not park, or lock your bicycle in a pedestrian pathway, passageway, on any poles or hand rails, especially on disabled access ramps.
- The owner of any bicycle found in violation of this rule will be subject to a fee and the bicycle will be impounded. If you think your bike may have been impounded, contact Transportation Services at 310-825-2029.
- Abandoned bicycles may be subject to impoundment.
- Obey all stop signs, traffic signals, and traffic signs.
- Always remember to give pedestrians the right of way.
- It is illegal to operate a bicycle while under the influence of alcohol or drugs.

Keep your Bicycle Secure



Most thefts can be prevented by using an adequate lock and properly securing the bicycle. Always lock your bicycle to a designated bike rack or use one of UCLA's new bicycle lockers. It is best to lock the frame and wheels, which is most easily done by using a U-Lock and a 6-foot cable or chain. It is also a good idea to jot down the unique manufacturer's frame number stamped on your bicycle frame. If your bicycle is stolen, report it immediately to the UCLA Police Department at 601 Westwood Plaza. You will need to fill out a police report, and specify the location where the bicycle was parked and whether or not it was registered. Registering your bicycle greatly improves the chance that it will be recovered. Stop by the UCLA Police Department to register your bicycle or register your bicycle online at www.nationalbikeregistry.com.

Bike Locker Program "How to" Steps

You can get updates about UCLA's bike lockers at our webpage: www.bicycle.ucla.edu. Before using the lockers you must become a member of the UCLA Bicycle Locker Program. You can register at www.bicycleparkingnetwork.com

- 1 Find Locker**
Locate an available locker and call 1-888-310-PARK(7275) to reserve.
- 2 Get Combination**
Enter the 8 digit locker number (location code) on your cellphone to receive a combination code. Type in the 5 digit combination code onto the keypad at the control box to open locker door.
- 3 Park Bike**
When the door pops open, place the bike inside and firmly close the door.
- 4 Retrieve Bike**
When ready to retrieve your bicycle, call 1-888-310-PARK(7275) to receive an exit combination. As a convenience to you, you only need to press the number 3 on your cell phone to repeat the last transaction and receive a 5 digit combination code. After entering this combination code and retrieving bike, close locker door firmly so that it is ready for the next user.

Bicycle Parking

There are more than 1600 bicycle parking spaces on campus, and bike rack updates are ongoing. Check the map (over) to locate bicycle racks closest to your destination. If you think parking racks are needed at a new campus location, e-mail bike-info@ts.ucla.edu. Bicycle lockers have recently been installed to provide more secure bicycle parking options. Lockers are available at an on-demand basis.

UCLA Biking Events

UCLA is constantly seeking ways to improve conditions for bicyclists and nurture the biking community. Look for University sponsored events, like Bike-to-Campus week in the Spring, which features morning refuel stations and exciting activities, including the campus-wide Bike Challenge.

UCLA Bicycle Community Center

The UCLA Bike Center is open! At the Bike Center, you can rent bicycles and bike repair tools. A variety of affordable repair services, along with quarterly bike safety and maintenance courses are also available. The center is located next to the Outdoor Adventure Center, on the northwest corner of the Wooden Center. To check out tools or rent bikes, you must be a UCLA student, or a UCLA Recreation member. For more information, e-mail bikeshop@ucla.edu.

Thank you for bicycling to UCLA!

- **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 tips, equipment/ shopping assistance and route planning help**

STATUS:

- Completed

COMMENTS:

- UCLA Transportation currently has a contract with Zimride, the largest carpool networking site in the country. UCLA Zimride members can join the UCLA affiliate network and share rides to and from campus. Zimride developed a bicycle buddy program as an offshoot of its existing carpool networking platform.

MOVING FORWARD:

UCLA Transportation will promote Zimride’s bicycle buddy application, but will also assess growth in the application’s usage. UCLA Transportation may also promote bicycle networking sites and applications given new development and demand from the UCLA community.

- **Offer on-campus bicycle maintenance courses through the UCLA Community Bicycle Center (UCLA bike shop)**

STATUS:

- Completed

COMMENTS:

- The UCLA Bike Shop offers the following courses each quarter: Traffic skills, Bike maintenance, fixing flats and bicycle wheel building. All courses are free except for wheel building, which is currently \$25

- **Offer on-campus “effective” cycling courses through the UCLA Bike shop**

FIGURE 3.6.2 - BICYCLE SAFETY BROCHURE REDESIGN

WWW.TRANSPORTATION.UCLA.EDU

BICYCLE SAFETY TIPS

LOCK YOUR BIKE

- Lock the frame (and the front wheel, if possible) to either a rack or pole with a U-Lock
- Use a cable lock to wrap around both wheels. Always make sure your wheels are locked together with the bike frame and bike rack
- Use a seat tether to prevent your saddle from being stolen
- Remove all quick-release items (i.e., speedometer, pumps, lights)

Remember to register your bike with the National Bike Registry (www.nationalbikeregistry.com). UCPD can also assist with the registration process at (310) 825-1491. Keep your bike's make, model, serial number, receipts and photos in a safe place.

Always secure your bike at designated bike rack locations or lockers. Bikes may be impounded if they a) are locked to handrails or light/sign posts; b) impede pedestrians or disabled access ramps; or c) appear to be abandoned. Bike racks and lockers are not intended for long-term parking.

Contact UCLA Transportation's Office of Citation Review at (310) 825-2029 if you think your bike was impounded.

Optional seat tether for even more security

Quick-release removed both wheels for added security

U-Lock secured to bike rack and around bike frame and wheel post(s)

TRAFFIC

Obey traffic signs & signals

Observe stop signs, signals, lane markings and basic right-of-way rules.

Watch for the door zone

Ride outside of a parked vehicle's open door length.

Ride in the middle of the traffic lane

Ride in the middle of the traffic lane in slow traffic, at busy intersections or when the lane is not wide enough to share with a motor vehicle.

BE PREDICTABLE

Ride in a straight line

Don't weave in and out of parked cars.

Signal before making turns

Use hand signals to indicate when you are turning, changing lanes or stopping.

Ride with traffic

Do not ride against traffic flow. Motorists turning right may not be looking for cyclists riding on the wrong side of the road.

BE ALERT

Use only one earplug

Do not wear earplugs in both ears or headsets that cover both ears.

Scan the road ahead

Scan ahead for possible hazards such as parallel sewer grates, loose gravel, potholes, etc.

Don't ride under the influence

You may be cited for riding under the influence of alcohol or drugs.

EQUIPMENT

Be visible

Cyclists are required by law to have a white front light, a red rear light, and pedal reflectors when riding at night. Wear bright or reflective clothing for visibility.

Wear a helmet

According to law, bicyclists under the age of 18 must wear a helmet.

Ride slow on sidewalks and areas with heavy pedestrian traffic. You must dismount and walk your bike in the Dismount Zone areas listed below.

OTHER USEFUL TIPS:

- Follow lane markings
- Don't pass on the right
- Keep both hands ready to brake
- Dress appropriately
- Make eye contact with vehicle drivers

DISMOUNT ZONE

Bruin Plaza, Bruin Walk, and the Parking Structure 8 corridor (see map) are all Dismount Zone areas. All bicycles, skateboards, scooters, and rollerblades must be dismounted and walked through the area. Anyone in violation of the Dismount Zone policy can be fined starting at \$202 by UCPD.

UCLA BIKE LOCKERS

There are currently two types of electronic bike lockers available on campus: BikeLink Lockers and Bicycle Parking Network Lockers.

BikeLink Lockers are available near the Kinross Building, in Parking Lot 36.

- Locker rentals are a few cents per hour and are accessed with a BikeLink card
- Purchase cards online, over the phone, at the Wooden Center, or Kinross Recreation Center Cashier's Office (www.bikelink.org)

Bicycle Parking Network Lockers are available in Parking Structures 2, 5 and 7.

- Go to the locker nearest you
- Call the 800 number and input the locker number on your phone
- The automated system will provide you with a secure combination to input on the locker keypad
- Call the 800 number again in order to retrieve your bike and get an "out" combination (www.bicycleparkingnetwork.com)

BICYCLE PARKING MAP

BICYCLE POCKET GUIDE

UCLA BIKE SHOP

The UCLA Bike Shop sells bike accessories and provides basic repairs and maintenance services for all types of bikes. Bike maintenance and safety classes are also offered each quarter. Class schedules are available at www.recreation.ucla.edu/bikeshop.

The Bike Shop also offers affordable quarterly bike rentals to current UCLA students. Each rental comes with a helmet, U-lock, and front and rear light. Bikes are also available for rent on a daily, weekend and weekly basis. Reservations can be made online.

UCLA COMMUTER PASSPORT

Bicyclists have access to showers and lockers at various locations on campus. Students have access to these facilities for free by presenting their valid BruinCard.

Employees can purchase a low-cost Commuter Passport from UCLA Recreation, which gives access to on-campus showers at the Student Activities Center. For more information, please contact the John Wooden Center at (310) 825-3701.

CONTACTS

UCLA Transportation
555 Westwood Plaza, Suite 100
Los Angeles, CA 90095-1390
(310) 725-7453
www.transportation.ucla.edu
bikeinfo@tr.ucla.edu
[@UCLACommute](https://www.facebook.com/uclatransportation)
[facebook.com/uclatransportation](https://www.facebook.com/uclatransportation)

UCLA Bike Shop
2131 John Wooden Center
Los Angeles, CA 90095-1812
(310) 206-7219
www.recreation.ucla.edu/bikeshop
bikecenter@recreation.ucla.edu
[facebook.com/bikeshopucla](https://www.facebook.com/bikeshopucla)

Bicycle Map Legend

- Bike Rack
- Information Kiosk
- Bike Locker
- Showers
- Construction Zone
- Dismount Zone
- Bike Shop
- Campus Bike Route
- Bike Route
- Bike Lane
- Repair Stand w/Bike
- Pump

STATUS:

- Completed

COMMENTS:

- The UCLA Bike Shop started offering effective cycling courses in the Fall 2012 Quarter. The UCLA Bike Shop currently offers “Traffic Skills for Bicyclists” which is set in a classroom setting. In 2013, the UCLA Bike Shop hosted an “Advanced Traffic Skills” course which was taught in a closed-road setting. All courses taught at the UCLA Bike Shop are taught by a League of American Bicyclists’ League-Certified Instructor.

- **Include bicycle promotional materials with all information packets that are mailed out, including those sent as part of new campus orientations**

STATUS:

- Ongoing

COMMENTS:

- UCLA Transportation’s Customer Service and Information unit staffs various outreach events on campus and provides bicycle promotional materials to the UCLA community. In 2009, UCLA Transportation changed marketing policies to be more web-centric and less print-centric. Therefore, most of the department’s marketing and information is distributed digitally.

- **Continue annual campus bicycle fair with bike buddy sign-up, safe cycling course sign-up, and distribution of UCLA bicycle program information**

STATUS:

- Ongoing

COMMENTS:

- Bike to Campus Week is held annually during National Bike to Work Week.

Bike to Campus Week features all current UCLA bicycle promotional and informational programs.

- **Develop an online safety quiz. Offer rewards for students with passing scores, perhaps a discount or gift certificate to the UCLA Community Bicycle Center**

STATUS:

- Ongoing

COMMENTS:

- In 2012, UCLA Transportation hosted an online bicycle safety quiz in conjunction with Bike to Campus Week. Quiz participants entered a raffle prize drawing and the winners received prizes.

MOVING FORWARD:

- UCLA Transportation will continue to host online bicycle safety quizzes during future Bike to Campus Week promotions.

- **Develop and implement a “Share the Road” campaign at UCLA to educate motorists to respect the rights of bicyclists. This education campaign would provide benefits beyond the UCLA campus as driver behavior should improve through 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**

STATUS:

- Ongoing

COMMENTS:

- In 2011, UCLA Transportation installed Share the Road signs along Charles E. Young Drive. The signs are intended to supplement the existing bicycle sharrows. (see **Figure 3.6.1**)

In 2011, UCLA Transportation launched a “Drive Bike Friendly” campaign. The aim of the Drive Bike Friendly campaign was to raise awareness for bicyclists’ rights to the road. Posters were placed on the back of BruinBuses (see **Figure 3.6.3**) and on

newspaper kiosks around campus. BruinBuses not only serve the UCLA campus, but also the University Apartments off campus, spreading the campaign within surrounding Los Angeles communities. The Drive Bicycle Friendly campaign was launched to support LA City’s “Give Me 3” campaign. Both campaigns raise awareness for the minimum 3-feet of passing space motorists should provide to bicyclists.

UCLA Transportation will continue annual campaigns aimed at promoting bicycle safety.

FIGURE 3.6.1 – UCLA SHARE THE ROAD SIGN



FIGURE 3.6.3 – DRIVE BIKE FRIENDLY CAMPAIGN



- Incorporate bicycle safety training into vanpool driver's meetings

STATUS:

- In-Process

COMMENTS:

- UCLA Transportation is developing material that will be incorporated into vanpool orientation meetings related to bicycle awareness and safety.

3.6.2

Bicycle safety and theft data collection and analysis

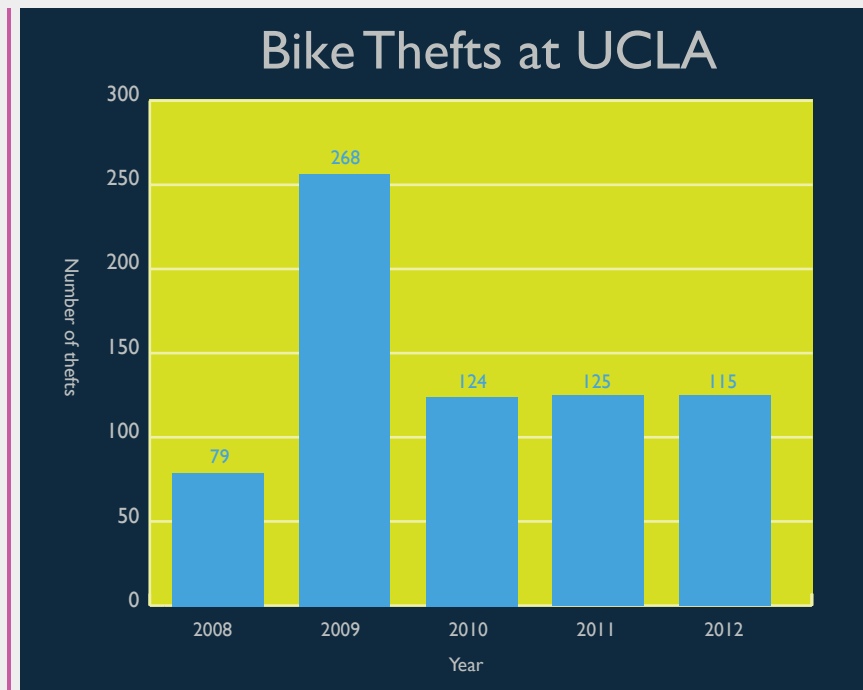
STATUS:

- Ongoing

COMMENTS:

- Bicycle thefts are an issue not only on campus, but nationwide. UCLA Transportation continually works with the UCPD to track bicycle thefts around campus. Bicycle thefts were the highest in 2009, however, thefts have decreased since then.

FIGURE 3.6.4 – BICYCLE THEFTS AT UCLA



3.7

BICYCLE MARKETING

3.7.1

Create Marketing Tools

STATUS:

Ongoing

COMMENTS:

See **Figure 3.7.1 – Bike UCLA logo**

- In 2012, UCLA Transportation adopted the 'Bike UCLA' logo as the official brand of the UCLA Bicycle Program.

FIGURE 3.7.1 – BIKE UCLA LOGO



The goal of the Bike UCLA logo is to create a design that is iconic and ubiquitous to the bicycling culture at UCLA.

UCLA Transportation will use the Bike UCLA logo to further brand the UCLA Bicycle Program on all marketing and communication materials accordingly.

The Bruin Bikes program is a specific program that is intended to make bicycles more accessible to the UCLA community. Different

projects have been launched under the Bruin Bikes program, such as the Departmental Bike Program and the UCLA Bike Library. The logos that were designed for the Bruin Bikes program are shown in **Figure 3.7.2**.

The Bike UCLA logo will be used to further brand the overall UCLA Bicycle Program including the Bruin Bikes Program. The Bruin Bikes logos will be used only for the Bruin Bikes program and any related material.

FIGURE 3.7.2 – BRUIN BIKES LOGO



FIGURE 3.7.2 – BRUIN BIKES TUBE DECAL



FIGURE 3.7.3 – CREATING A BIKEABLE UCLA EVENT FLYER

**CREATING A
bike·able:
UCLA**
A VISION FOR A HEALTHY & VIBRANT FUTURE

Creating A Bikeable UCLA: A Vision for A Healthy & Vibrant Future, is a discussion focused on biking infrastructure at UCLA, public health concerns, the impact on the environment and urban planning design. The event offers an opportunity to engage with leaders from UCLA, LA City and the community on issues related to active transportation and embracing a vision for a healthy and vibrant future on campus at UCLA.

with Urban Planning, Public Health, Institute of the Environment and Sustainability, Events & Transportation, Recreation, UCLA Community Bike Center, UCLA Students, local business leaders & cycling advocates

JOIN THE PUBLIC DIALOGUE

Event is FREE but space is limited.
Please register here: www.bit.ly/RSVPbikeableUCLA

SPEAKERS INCLUDE

Jack Powazek, UCLA Administrative Vice Chancellor
Dr. Richard Jackson, UCLA Environmental Health Sciences
Cully Nordby, UCLA Institute of the Environment and Sustainability
Nurit Katz, UCLA Sustainability Coordinator
Renee Fortier, Executive Director, UCLA Events & Transportation
Madeline Brozen, Complete Streets Initiative UCLA School of Public Affairs
Jay Greenstein, Chief Field & Transportation Deputy, City of Los Angeles, Council District 5
Andrew Thomas, Executive Director, Westwood Village Improvement Association
Jonathan Weiss, Member, City of Los Angeles Bicycle Advisory Committee
Cullen McCormick, Director, Bike Coalition at UCLA

HOSTED BY
UCLA
LIGHT REFRESHMENTS PROVIDED BY
WHOLE FOODS MARKET

LACBC BIKE VALET SPONSORED BY
UCLA EVENTS & TRANSPORTATION

**WEDNESDAY
FEBRUARY 29TH
12 NOON - 2 PM**
CHS AUDITORIUM, UCLA CAMPUS

www.bit.ly/bikeableUCLAevent

3.7.2 Create Marketing Partnerships

STATUS:

- Ongoing

COMMENTS:

- UCLA Recreation has been a partner in many programs to promote bicycling. UCLA Recreation's role to promote healthy lifestyles and exercise is a natural partnership with UCLA Transportation's role of promoting bicycling as a viable transportation mode. UCLA Transportation should continue their partnership with UCLA Recreation, as well as seek out other departments and organizations on and off campus that promote bicycling.

3.7.3 Organize Outreach Programs and Events

STATUS:

- On-going

COMMENTS:

- UCLA Transportation's main bicycle outreach event is Bike to Campus Week. Bike to Campus Week is held annually in conjunction with National Bike to Work Week. UCLA Transportation promotes bicycling at various fairs on campus, including the Sustainability Fair. UCLA Transportation will continue to host Bike to Campus Week, provide marketing and information materials for the various outreach opportunities on campus, as well as support student-driven events.

In 2012, UCLA hosted "Creating a Bikeable UCLA". UCLA Transportation was an active participant in the event, along with UCLA Environmental Health Sciences, the UCLA Institute of the Environment and Sustainability, the UCLA School of Public Affairs, representatives from the City of Los Angeles Department of Transportation and City Council and the Westwood Village Improvement Association. The event was intended to be an open dialogue about the current concerns bicyclists are facing, and what potential improvement can be facilitated by the parties involved.

3.7.4 Implement Marketing Plan

STATUS:

- In- Process

COMMENTS

UCLA Transportation is drafting a strategic plan not only to market bicycling to and from campus, but to also promote bicycle community building. The purpose of the strategic plan is to provide outreach to bicyclists that allow bicyclists to address concerns to campus officials. The strategic plan will also provide communication for bicycle events within Los Angeles.

3.8 GRANT FUNDING

3.8.1 Pursue Grant Funding

STATUS:

- Ongoing

COMMENTS:

UCLA Transportation has been awarded grants from various entities for the following projects:

- 2008 – UCLA Recreation FitWell Program – Bruin Bikes Program, Department Program and Guest House Program
- 2009 – UCLA Recreation FitWell Program – Bruin Bikes Program, Department Program Expansion
- 2010 – The Green Initiative Fund – UCLA Bike Library
- 2010 – UCLA Sustainable Resource Center
– UCLA Bike-U-Mentary video
- 2011 – The Green Initiative Fund – UCLA Bike Library Expansion
- 2012 – The Green Initiative Fund – Strathmore Bike Counter



4.0

CONCLUSION

Bicycling has grown nationwide. In the past few years, the media has crowned each year's growth in bicycling as "The Year of the Bike", or "The Summer of Cycling", etc. However, bicycling and efforts to improve bicycling show no signs of slowing down.

The planning horizon for the City of Los Angeles and UCLA are bright. A number of different transportation projects will make bicycling and intermodal connectivity more efficient – continued implementation of the 2010 LA Bicycle Master Plan, implementation of a city-wide bike share program, Exposition Rail Phase II and the Westside Subway Extension.

As bicycling continues to grow, UCLA will foster the growth through innovations in traffic engineering, community building, media and technology.

UCLA

