

UW-STEVENSON POINT CAMPUS  
BICYCLE AND PEDESTRIAN PLAN

2017/2018

CAMPUS BICYCLE AND PEDESTRIAN PLANNING TASK FORCE



**University of Wisconsin**  

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**Stevens Point**



# Executive Summary

As a nationally recognized university in terms of sustainability efforts, the University of Wisconsin-Stevens Point (UWSP) has compiled a Campus Bicycle and Pedestrian Plan (CBPP.) The Campus Bicycle and Pedestrian Planning Task Force (CBPTTF) was formed because of a resolution that passed through University Affairs Committee and Common Council in 2016. The CBPP also complements the Portage County Countywide Bicycle and Pedestrian Plan that was adopted in 2014. This plan highlights local bicycle assets, such as the Green Circle Trail.

Data was collected from UWSP students, staff and faculty to determine current bicycle and pedestrian behaviors and attitudes on campus. The Online Bicycle and Pedestrian Survey was available in March 2018, which received over 900 responses regarding transportation patterns, suggestions for improvements and other baseline data. In April 2018, CBPTTF conducted a spring bike count. Volunteers noted the number of bicycles on the street and sidewalk at seven spots around campus for six hours. Over 500 bikes were counted in that time. The information collected in the online survey and the bike count helped to inform the following recommendations to improve the bicycle and pedestrian environment on campus.

The recommendations for the CBPP are organized within the five E's identified through the League of American Bicyclists: engineering, education, enforcement, encouragement, and evaluation and planning. Recommendations for engineering include improving the quality of bike parking, lowering the speed limit to 20 mph around campus, adopting a Complete Streets or Bicycle Accommodation Policy, and adopting a sidewalk management policy. Educational recommendations include creating a UWSP Bicycle webpage, Share the Road messaging, and a Comprehensive Bicycle Education program. Enforcing safe behaviors include improving bike storage, equipping Protective Services with resources and improving bike locking techniques. Recommendations for encouragement includes using a bike share program for bicycle advocacy, introducing a formal incentive program, reinforcing the use of the Green Circle Trail, and providing resources for the UWSP Cycling Club. Lastly, the recommendations relating to planning and evaluation include adopting the UWSP CBPP, creating a Bicycle Advisory Board, hiring a Bicycle Program Manager, sending out an annual Campus Satisfaction Survey in terms of bicycle and pedestrian issues and performing a Bike Rack Survey. These recommendations and actions steps are prioritized to short, medium and long term.

# Vision Statement

UW-Stevens Point will use education, enforcement, encouragement, engineering, evaluation and planning to create safe, enjoyable, and environmentally conscious transportation options for all people going to, leaving from, and moving throughout campus.

# Introduction

The University of Wisconsin-Stevens Point has joined the top ranks of sustainable campuses in this country. To maintain these standards, it is essential to evaluate existing resources on campus and to plan for potential program initiatives in the future. This Campus Bicycle and Pedestrian Plan accomplishes both tasks. The plan addresses the need to have justified and intentional planning and implementation framework in place that focuses on bicyclists and pedestrians since this doesn't exist for UWSP.

These efforts echo the sustainability efforts seen in the Partnership for Thriving Communities, Princeton Review Green College Honor Roll, Green Ribbon Award from the U.S. Department of Education, and AASHE-STARs Gold rating. UWSP is located almost right in the middle of the city of Stevens Point. The Main Street east-west thoroughfare skirts the south end of campus and Division Street north-south thoroughfare is on the west side. This context makes the campus perfectly situated for automobile access, yet these wide and fast arterials hinder both pedestrian and bicyclist access from the surrounding residential area.

Transportation is vital to our university activities and yet, it remains a large source of greenhouse gas emissions. UWSP strategies to reduce and offset emissions include: reducing student and staff automobile commuting to campus, increasing the percent of the population that uses alternative forms of transportation, decreasing single occupancy travel, reduce the miles traveled for official business by faculty and staff, reducing emissions associated with fleet operations and campus maintenance/grounds operations and offsetting air travel for faculty, staff and international student travel.

The Campus Bicycle and Pedestrian Plan Task Force (CBPPTF) pursued the task of writing a Campus Bicycle and Pedestrian Plan because of the resolution written by Neil Prendergast, UWSP Associate Professor of History. The document was approved by the University Affairs Committee on January 25, 2016, and the Common Council February 3, 2016. The main points of the resolution include:

- Increasing the health of faculty, staff, student and campus neighbors
- Reducing carbon emissions
- Presenting lower-cost travel options in comparison to motor vehicle travel
- Addressing concerns regarding the safety of pedestrian, bicycle and motor vehicle patterns that run across both campus land and city streets
- Applying for and receiving League of American Bicyclists Bicycle Friendly University status
- Planning to increase biking and walking trips to campus while improving pedestrian safety
- Creating a Bicycle and Pedestrian Plan to address feedback from the League of American Bicyclists and to increase the number of biking and walking trips within campus

The plan itself was written in the 2017/2018 academic school year by the CBPPTF Project Manager, Taylor Christiansen, with feedback from university stakeholders. Her position was funded by UWSP's Division of Business Affairs. The completed plan will be presented to the Campus Planning Department to be adopted into the Campus Master Plan and the Campus Landscaping Plan as an Appendix.

The CBPPTF reports to the Strategic Plan Committee. It is comprised of several university affiliated professionals of differing backgrounds who all share a passion for realizing transportation equity in and around campus. Representatives include:

- Director of the Office of Sustainability (appointed as chair)
- UWSP Parking Services
- 2 UWSP faculty members
- 2 UWSP academic staff members
- 2 students from the Student Government Association
- Residential Hall Association staff member
- Representative chosen by Chair
- Non-voting representative from the city of Stevens Point

Recommendations are made regarding both bicycle and pedestrian issues that have been identified. However, due to the unique nature of bicycle infrastructure, there is more emphasis put on bike-related initiatives. This should not, however, downplay the importance of pedestrians on campus or the positive aspects of walking as a transportation mode. Preparations for this plan included an online survey, in-person bike count, open forum at the Babblers Bike Fest, and Winter Bike to Work Day.

# Connection to Community Resources

UWSP is in a community that supports bicyclists and pedestrians throughout the city and county. While the infrastructure, encouragement, and funding is not always present, there is progress being made in the planning and evaluation processes to help improve conditions in the future.

## Portage County Countywide Bicycle and Pedestrian Plan

The Portage County Countywide Bicycle and Pedestrian Plan (PCCBPP) was adopted by the Portage County Board of Supervisors on April 22, 2014, and then adopted by the city of Stevens Point on September 21, 2015. Like the UWSP Campus Bicycle and Pedestrian Plan, the PCCBPP makes recommendations for safety of bicyclists and pedestrians throughout the county, including roads within and surrounding the UWSP campus.

The former Bicycle and Pedestrian Advisory Committee for the city of Stevens Point, now the Bicycle and Pedestrian Street Safety Commission, also won the Transportation Alternatives Program (TAP) grant in 2016. This grant will allow for the creation of 13.1 miles of bike lanes, shared use markings, and signage within a central city network which directly and positively affects the UWSP campus.

The six roads of focus encompassing the campus include: Isadore Street, Maria Drive, Fourth Avenue, Reserve Street, Portage Street, and Fremont Street.

**Isadore Street-** No specific additional facilities are recommended, most likely due to Division Street receiving bike lanes, deeming lanes on Isadore not necessary. However, the city will paint shared lane arrows (sharrows) along Isadore Street on campus.

**Portage Street-** No specific additional facilities are recommended. This plan would suggest the addition of sharrows.

**Maria Drive-** Remove parking on the north side of street between Second Street and Minnesota Avenue and add bicycle lanes/urban shoulders.

**Fourth Avenue-** Remove parking from one side of street between Union Street and Illinois Avenue and add bicycle lanes/urban shoulders.

**Reserve Street-** Sharrows between Maria Drive and Fourth Avenue and Stanley Street and Main Street.

**Fremont Street-** Add bicycle lanes/urban shoulders between Fourth Avenue and Stanley Street.

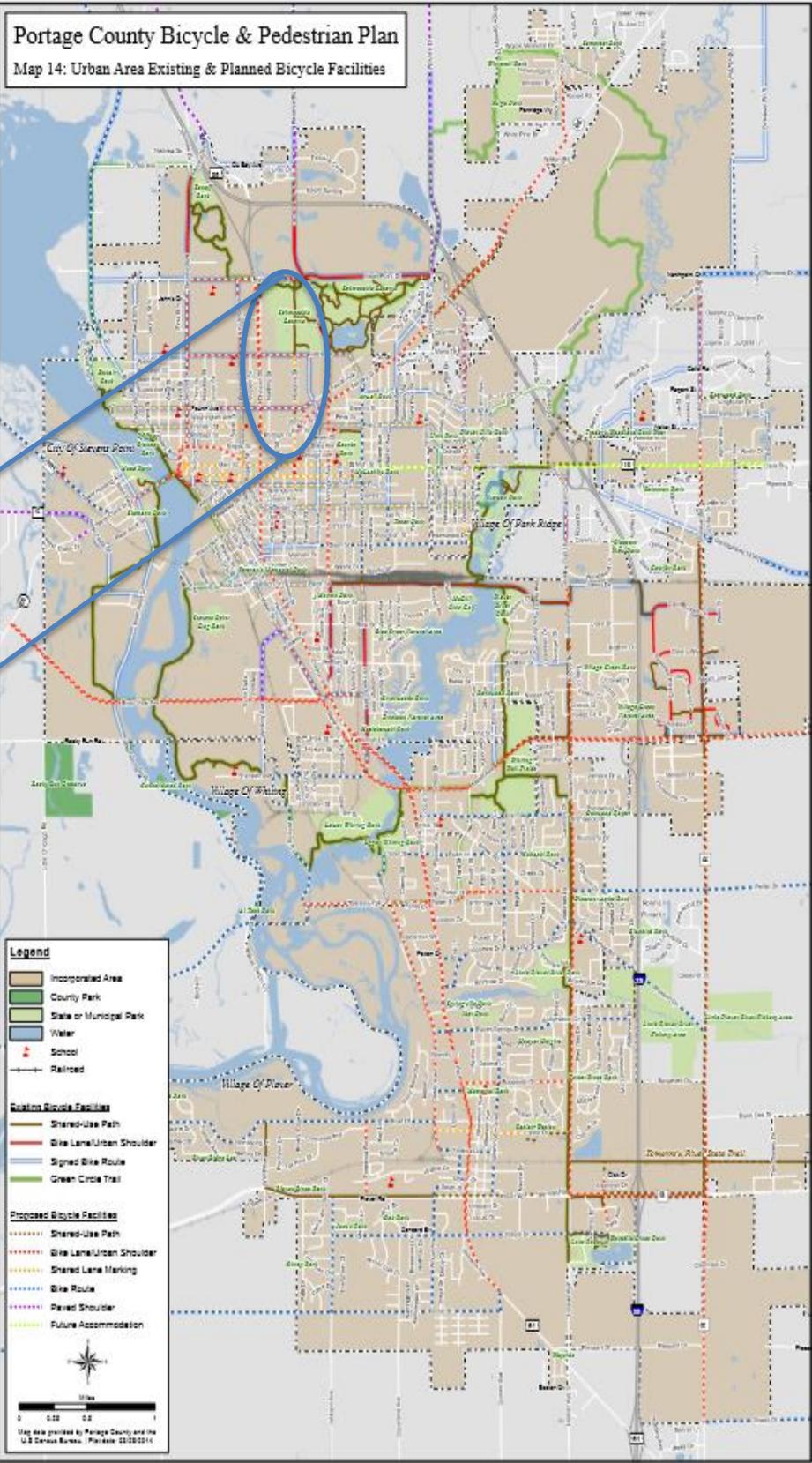
Also, of note, the 2016 TAP Grant requires the city to add contraflow bike lanes to Reserve Street between Clark Street and Main Street and to Franklin Street between Prentice Street and Division Street.

**Existing Bicycle Facilities**

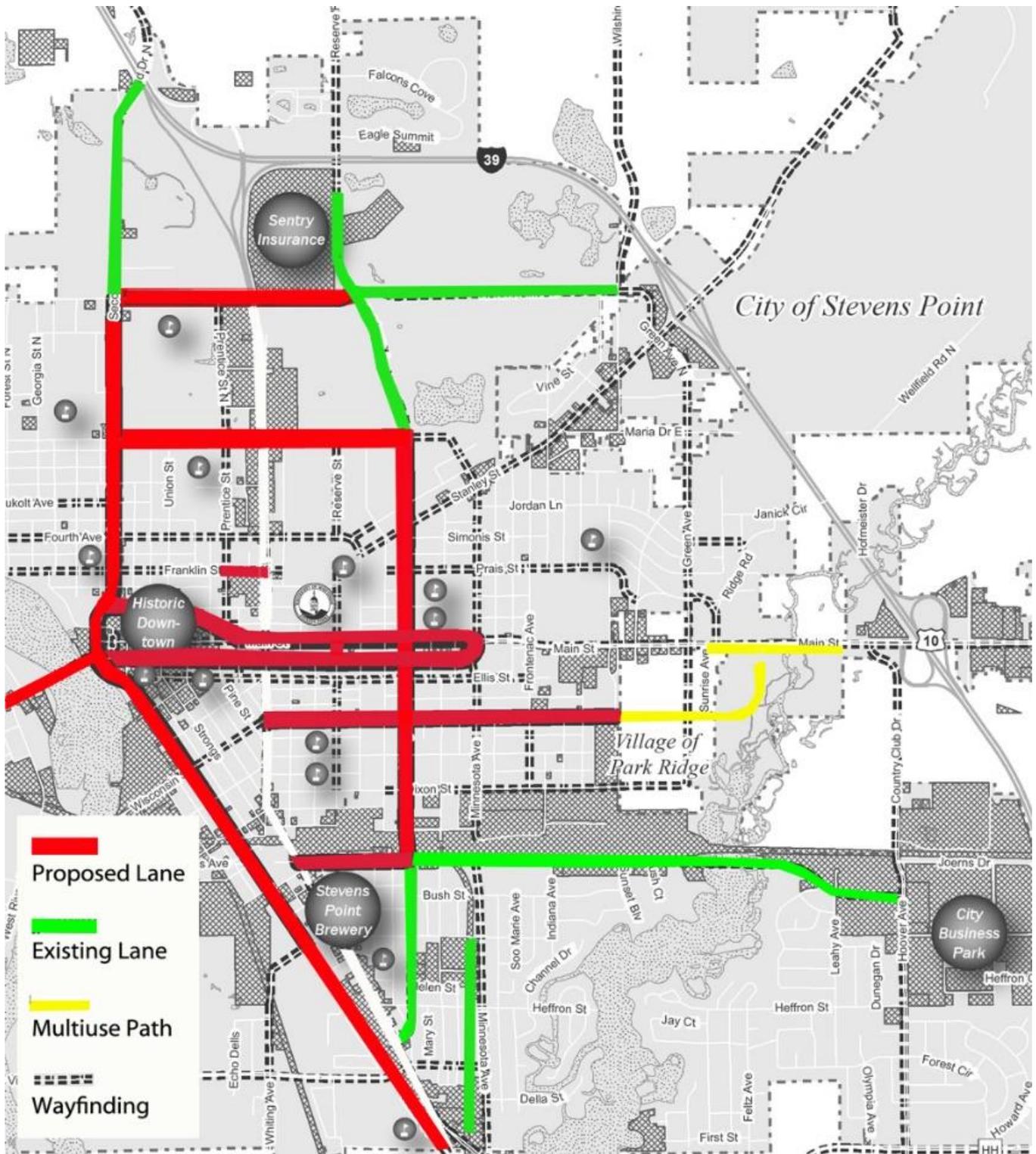
-  Shared-Use Path
-  Bike Lane/Urban Shoulder
-  Signed Bike Route
-  Green Circle Trail

**Proposed Bicycle Facilities**

-  Shared-Use Path
-  Bike Lane/Urban Shoulder
-  Shared Lane Marking
-  Bike Route
-  Paved Shoulder
-  Future Accommodation



Map from the Portage County Countywide Bicycle and Pedestrian Plan noting the existing and planned bicycle facilities.



Map from the 2016 TAP Grant submitted by the city of Stevens Point noting existing protected bike lanes and proposed protected bike lanes.

In addition to recommendations for the roads around campus, recommendations were made for the community. One objective, listed below, calls for increased enforcement of traffic laws in downtown Stevens Point, near UW-Stevens Point and near schools.

**Objective F3:** Increase enforcement of existing traffic laws for all street users, particularly those that pose the greatest risks to bicyclists and pedestrians.

**Policy F3.1:** Increase enforcement of the state law requiring motorists to yield to pedestrians in crosswalks, particularly in downtown Stevens Point, near UW-Stevens Point, and near schools.

In 2017, the city of Stevens Point switched from a traditional metered parking system to a city parking kiosk system. It has been recommended that a portion of the city parking kiosk revenue be returned to the street it came from, by way of bicycle facilities, pedestrian facilities, higher prioritization of maintenance/reconstruction schedules, street/sidewalk cleaning, planters, benches, paint improvements, or landscaping, just to name a few. This parking reform would be embraced by both the city of Stevens Point and the UWSP campus because it garners buy-in from users of those parking spots and of the streets, and the residents living on those streets.

Through collaboration, the city of Stevens Point and the UWSP campus can ensure that students, staff and faculty bicyclists know they have a place on the road. Bicycles are listed as a hazard on the sidewalks, yet few bicyclists know that the road belongs to them. By following the PCCBPP recommendations, major roads within campus will be equipped with bike lanes, sharrows and other bicycle facilities that will encourage safe transportation for both motor vehicles and bicycles.

## Green Circle Trail

The Green Circle Trail (GCT) is a 27-mile walking and biking trail that circles around Stevens Point. The scenic loop travels through diverse landscapes including wetlands, riverfronts, forestland and parks and connects with over 45 miles of additional trails. The trail was formed in 1989 with the collaboration of Portage County residents, businesses, local governments and UWSP. Schmeckle Reserve contains the University Trail section of the GCT, which is 2.6 miles of crushed granite trail, boardwalks and some paved road. The Granite Parkway biking/hiking trail spur connects the GCT to the UWSP Residential Halls from Maria Drive. There is also GCT information at the Schmeckle Visitor Center.



# League of American Bicyclists Recommendations

The League of American Bicyclists (LAB) provides information to businesses, communities and universities to advocate and promote bicycling. They have established the Bicycle Friendly University certification, which falls under their Bicycle Friendly America awards program. In 2015, UW-Stevens Point submitted a proposal to the LAB in consideration of the Bicycle Friendly University certification. While the proposal wasn't accepted at the time, the LAB returned feedback containing suggested projects and initiatives to make a more bicycle-friendly campus.

The LAB uses the “5 E’s” to list the essential elements for a healthy bicycle environment:

- Engineering
- Education
- Enforcement
- Encouragement
- Evaluation and Planning

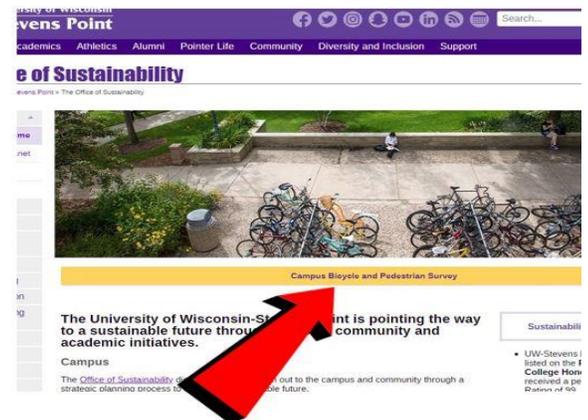
The following sections detail the definition of each element, gives examples of recommendations from the LAB, and includes how it would be implemented on the UWSP campus. There will also be relevant connections to pedestrian traffic to stress the importance of both bicyclists and walkers around campus.

## Data Collection Methods

To write an informed Bicycle and Pedestrian Plan, the CBPPTF wanted to perform different data collection techniques to learn about the existing pedestrian and bicycle infrastructure, access and use on campus. The online survey was designed to learn more about the opinions and thoughts of individuals on campus, as well as their transportation habits and experiences. This was also a way for students, staff and faculty to give their thoughts on improvements to the campus bike/ped environment. The Spring bike count was designed to get an on-the-ground view of what was happening with bicyclists as they travel to, from and around campus. It helps to select areas to focus on for future bicycle recommendations.

## Online Campus Bicycle and Pedestrian Survey

In the spring of the 2017/2018 school year, the CBPPTF released an Online Campus Bicycle and Pedestrian Survey to the UW-Stevens Point students, staff and faculty. The survey was created using Qualtrics as the survey site and was available through a link on the Office of Sustainability homepage. In accordance with university policies regarding social research, the survey process was approved by the Institutional Review Board (IRB) and completed by a staff member who completed the Social-Behavioral-Educational Researchers course.



The online survey was one of the first methods identified by the CBPPTF that could be used to gather perceptions, opinions, and behaviors as it relates to bicycling and pedestrian activity on campus. The final questions that were asked can be found in the Appendix. The CBPPTF discussed the necessary information needed to make accurate recommendations and developed the questions so that the responses would inform them. There were questions specific to on-campus residents as opposed to off-campus residents to identify the needs of students who are living, eating, learning and being entertained around campus the most. The participants were also asked to share the year in school they are currently, or if they were a faculty or staff member. By knowing their specific roles on campus, we can see how the needs differ for staff and faculty who are generally working on campus over the course of many years and the needs for students who only spend a few years on campus.

Major categories of questions included:

- Demographic information
- Transportation behaviors
- Influences on transportation behaviors
- Preferences for future pedestrian- and/or bicycle-oriented projects
- Distinguished behaviors based on the season (e.g. spring/summer/fall versus winter)
- Place of residence (e.g. on or off campus)
- Campus role (e.g. student, staff, faculty)
- Transit mode (e.g. vehicle, bicycle, pedestrian)
- Destination on campus
- Route to campus
- Other important factors

**Attention UWSP students, faculty, and staff:**

Please take this 10 minute anonymous survey to help improve the campus environment for all modes of transportation

[Access the survey at uwsp.edu/sustainability](https://uwsp.edu/sustainability)

**SURVEY WILL BE OPEN MARCH 12<sup>TH</sup> - 16<sup>TH</sup>**

Data gathered from this survey will be used to make recommendations as the Campus Bicycle and Pedestrian Planning Task Force writes a Campus Bicycle and Pedestrian Plan. Whether you drive, bike, walk, skateboard, moped, or rollerblade around campus, we'd like to hear from you!

Students, staff and faculty were recruited to take the survey through multiple methods. CBPPTF set up a table in the Dreyfus University Center with information about the survey, the link to the survey was emailed to professors to be shared with their classes, and a CBPPTF representative was able to visit 12 different classes to promote the survey. One of the most effective measures was asking the Student Government Association to send out an email to the student body with the survey link.

Between March 12 and March 16, 754 students, 126 staff and 42 faculty responded to the online survey. Of the respondents, 15 percent were first-year students, 17 percent were second-year students, 24 percent were third-year students, 17 percent were fourth-year students and 7 percent were fifth-year students or more. Nineteen graduate students also responded to the survey. Thirty-three percent of respondents live on campus, which left 67 percent living off campus.

## Spring Bike Count

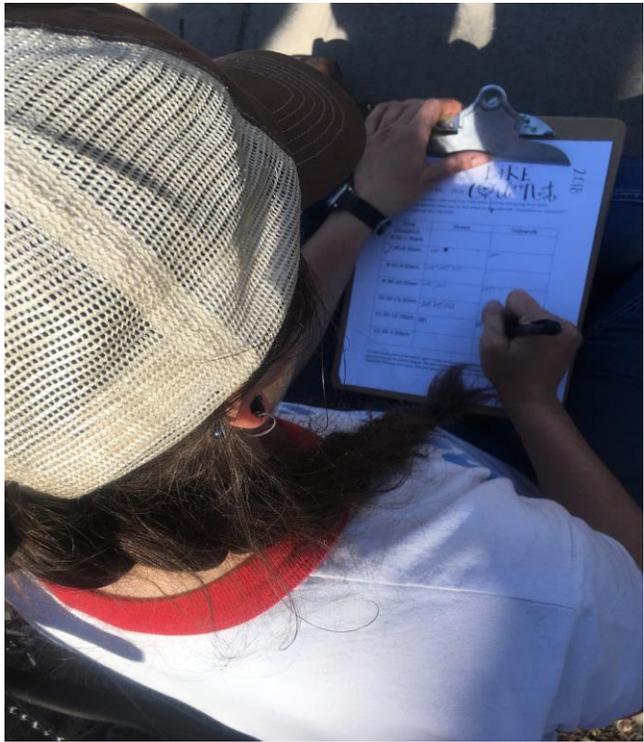
In the spring of 2018, the CBPPTF organized a spring bike count. Personal experience, professional judgement, and the results of the online survey all indicated that UWSP faces issues regarding signage and infrastructure for bicycles, as well as potentially dangerous bicycle-vehicle interactions. For these reasons, the CBPPTF elected to focus our field-based data collection specifically on bicycles and cyclist behavior. Similar field-based efforts are recommended in the future, to establish a longitudinal data record to track changes over time, and to include pedestrians in research and analysis.

The CBPPTF decided the location of the bike counters by focusing on the entry points to campus. These locations would influence the greatest change in bicycle infrastructure because it would identify where bikes are first coming onto campus. For example, if a large proportion of the bikes entering campus use Fourth Avenue, then there should be more focus on that area for putting bike lanes, covered bike parking and other accommodations for bicyclists. In future bike counts, these areas could be studied again to identify any changes seen after bike infrastructure is put in place or other areas of campus could be focused on to highlight different themes. Another approach that the CBPPTF considered was looking at points of congestion in the interior of campus. If there are higher incidence of pedestrian/bicycle interaction, it can be postulated that there's a higher likelihood of pedestrian/bicycle crashes or near accidents. Once those congestion points are identified then bicycle infrastructure can be planned so that bicycles are redirected away from those points. CBPPTF decided that focusing on the entry points first, it might reduce the instance of congestion points as a result.

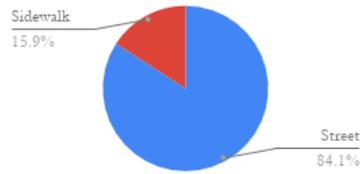
A Tuesday was chosen as the day of the count because it was decided that most student activity is seen Monday through Thursday. The original date of April 17 was chosen because it was after Spring Break, which would make recruitment of volunteers easier. Plus, April 24 could be used as a backup date in case of inclement weather, which ended up being the case. If the date were to be pushed into May, there would be a more difficult time recruiting volunteers with the onset of finals. For future counts, it would be best to perform a fall bike count and spring bike count. There would probably be more consistent bikers in the fall because more than two months of the semester don't have snow, while this isn't guaranteed in the spring semester.

Volunteers were set up at seven different points all around campus. The counting started at 7:30 a.m. and continued until 1:30 p.m. The volunteer shifts were one hour each and were set on the half-hour mark to avoid volunteer turnover at the top of the hour, which is when there is the highest amount of pedestrian and bicycle traffic. Volunteers stood at their site and noted bikes on a clipboard on the Spring Bike Count Tally Sheet, as seen in the Appendix. They recorded the bikes coming from both directions and specifically tallied whether they were on the sidewalk or the road when biking. Despite a few last-minute gaps in the volunteer schedule, the field team obtained a strong data record of cyclist behavior. In future counts, there should be two volunteers assigned to each shift to reduce the impact of no-shows.

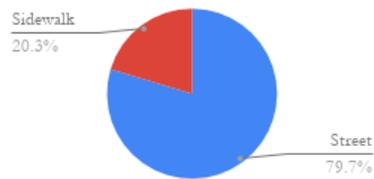
There were 564 bikes counted during the six hours of the Spring Bike Count on April 24. The most bikes were counted between 10:30 a.m. and 11:30 a.m., which was 113 bikes. Isadore Street saw the most bicyclists throughout the bike count, with 116 bikes, 78 of which were riding on the sidewalk. Of all the bicyclists, 285 rode on the street and 279 rode on the sidewalk. That day was seasonably warm compared to the original date of April 17, which was cancelled due to a snow storm.



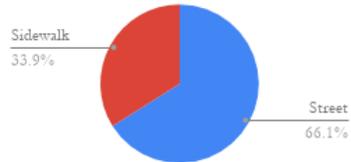
South Reserve St.



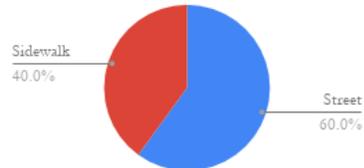
Franklin St.



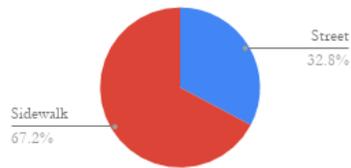
Fourth Ave.



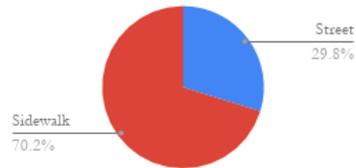
Stanley St.



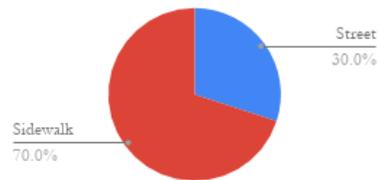
Isadore St.



Portage St.



North Reserve St.



Time	Bikes Counted
7:30-8:30am	85
8:30-9:30am	110
9:30-10:30am	89
10:30-11:30am	113
11:30-12:30pm	97
12:30-1:30pm	100
<b>Total Bikes</b>	<b>564</b>

Time	Fourth Avenue			Franklin Street			Portage Street			Isadore Street		
	Street	Sidewalk	Total	Street	Sidewalk	Total	Street	Sidewalk	Total	Street	Sidewalk	Total
<b>7:30-8:30</b>	6	5	11	4	0	4	3	12	15	4	11	15
<b>8:30-9:30</b>	14	3	17	11	7	18	1	10	11	3	12	15
<b>9:30-10:30</b>	11	7	18	8	1	9	5	10	15	4	15	19
<b>10:30-11:30</b>	14	12	26	17	3	20	10	13	23	13	13	26
<b>11:30-12:30</b>	9	9	18	0	0	0	7	8	15	5	20	25
<b>12:30-1:30</b>	20	2	22	7	1	8	2	13	15	9	7	16
<b>Total:</b>	74	38	112	47	12	59	28	66	94	38	78	116

Time	South Reserve Street			North Reserve Street			Stanley Street			Total of all streets by timeframe
	Street	Sidewalk	Total	Street	Sidewalk	Total	Street	Sidewalk	Total	
<b>7:30-8:30</b>	10	4	14	8	6	14	4	2	6	85
<b>8:30-9:30</b>	14	3	17	4	12	16	3	5	8	110
<b>9:30-10:30</b>	9	1	10	0	2	2	6	2	8	89
<b>10:30-11:30</b>	2	0	2	4	12	16	0	0	0	113
<b>11:30-12:30</b>	18	2	20	5	14	19	0	0	0	97
<b>12:30-1:30</b>	0	0	0	6	17	23	5	3	8	100
<b>Total:</b>	53	10	63	27	63	90	18	12	30	564

# Recommendations for UWSP Campus

The following sections follow the Five E's that the League of American Bicyclists use to designate a Bicycle Friendly University, which includes Engineering, Education, Enforcement, Encouragement and Evaluation and Planning. After a brief description, specific campus conditions are overviewed, and action steps are made to improve or build capacity for current conditions. A list of all action steps listed by ease of implementation is found at the end of the Five E's.

## Engineering

The physical environment on campus can greatly influence bicycle and pedestrian activity throughout campus and outside of campus. Of the 5 E's, engineering/infrastructure has the highest visibility and as such speaks volumes to the dedication and perception of transportation health on campus. Because of this, however, it can be difficult to implement such large projects without the full support of administrative, facilities, campus planning staff, and even City Council.

The UWSP campus is nearly in the center of Stevens Point, which is in the center of the state in Portage County. The campus is in that shape of an elongated rectangle that runs north-south with the Schmeckle Reserve on the north end and Clark Street on the south end. Maria Drive caps the campus to the north, Reserve Street runs along the east edge with Isadore Street on the west edge. Fourth Avenue is also a main thoroughfare for the community as it connects the west side of the city with Highway 66 and Ascension Hospital. According to the online survey, respondents who drove, used public transit, biked or walked during the spring/summer/fall used Fourth Avenue the most to enter campus. It is also a major crossing point for students who live in the residence halls to get to the academic buildings and centers. Stanley Street feeds into the campus from the east, which is the entry for many off-campus students and staff. Division Street feeds from the north and south, while Clark Street feeds from the west.

Many of the engineering recommendations that come to mind include bike lanes, sharrows and road reconstruction that includes complete streets accommodations for all users. The committee who wrote this plan understands that the local streets that intersect and surround the campus are managed by the city and planned for by the city and county, and thus the recommendations listed in this section should come because of collaboration and partnership between the local government entities and the university. However, the sidewalks outside of public right-of-way and interior to campus are managed and planned for by UWSP administrative offices. Thus, recommendations for this area can be handled internally.

## Key Recommendations

### *1. Improve Quality of Bike Parking*

#### **A. Covered Bike Parking**

In a temperate climate like Wisconsin, it is essential to provide protection for bicycles throughout the seasons. People who travel by bike to get to campus want to know that their bike can be protected from the elements. For faculty and staff, it is not feasible to expect them to keep their bikes in their personal offices in the event of rain or snow. If a bike is consistently left uncovered in wet conditions such as rain or snow, this can cause rust on chains, derailleurs, etc., corrode the frame and saturate or disfigure bike seats. Covered bike parking protects bikes from sun and moisture, making beginnings and endings of trips

less cumbersome, and potentially adding years to the life of a bike. Any bike owner that invests in a bike understands the importance of keeping a bike clean and dry to increase the longevity of the bike.



Currently there are few options for intentional covered bike parking. In 2016, a 12' by 31' structure was the first covered bike parking installed on campus. The structure, which can cover up to 40 bikes, was funded through the Green Fund, which is comprised of student fees. This grant project was won by sociology student Justin Seis. While the work was approved and completed by Facility Services, the idea formation did not come from the campus administration. As of summer 2018, there has been another covered bike parking structure constructed on the north side of the new Biology/Chemistry Building, and on the corner of Reserve Street and Fourth Avenue. According to the online survey, respondents who walk or bike to campus in the spring/summer/fall go to the DUC, TNR, CCC and SCI buildings, respectively. This should be taken into consideration when planning the location of future covered bike racks.

Since many UWSP students live on campus in residence halls, their options are limited for bike protection from the elements. There are ample bike racks available at most entrances to all 14 residence halls, but none of them are covered. According to the online survey:

- Of the respondents who biked or walked to campus 4-5 times per week, the top destinations were DUC, TNR, CCC, SCI and CPS, respectively
- The staff and faculty respondents most frequently visited the DUC, SSC and Library, respectively
- The student respondents most frequently visited the DUC, CCC and TNR, respectively

**Action Step:** Install covered bike parking outside at least one entrance for each residence hall. As the 'Eco Hall,' Knutzen could act as the model hall and receive the first installation.

**Action Step:** Install at least one covered bike parking structure outside every campus building.

## B. Bike Storage on Campus

Currently there is no place to store a bike long term on campus. In the residence halls, the policy states that the only options for student residents is to store their bike in their own room. Since the campus is under snow for most of the school year, on-campus resident's bikes are also stuck in the snow. Some students can take bikes back home during the break times, but students who come from farther away or don't have access to a vehicle that can transport a bike only have the option of keeping their bike on campus. Instead, there could be off-season storage racks available for these on-campus students that are clearly marked with signage and would provide coverage. The storage racks would be labelled as a long-term storage option and not a place for bikes that are used daily. In the online survey:

- 41 percent of students who replied that they do own a bike but left it back home would be interested in storing their bike in their dorm for winter storage

- 60 percent of students who have a bike on campus would be interested in winter storage

There could be a registration or small fee associated with the use of the rack that could be managed by the individual halls. There is also the possibility of storing bicycles within the halls, such as in the basement, which would require minimal infrastructure investment.

**Action Step:** Offer off-season bike storage in the basements of residence halls.

**Action Step:** Install an outdoor bike storage facility for off-season bike storage. There should be one for each of the quads: Allen, North DeBot and South DeBot.

In addition to on-campus students, there are staff, faculty and off-campus students who ride to campus consistently and would prefer to keep their bikes secured in an enclosed location. Offering storage could include a fee-based system so that the area can be maintained with proper locking facilities, security and easy access points. In the online survey:

- 15.3 percent of respondents chose indoor bike parking in residence halls and other buildings as their top project preference
- 32 percent of respondents stated they would utilize bicycle storage options daily
  - Faculty respondents stated that they would pay a fee to be able to store their bike in the building they work in during the day, like the car parking fees

**Action Step:** Offer daily bicycle storage options in or around academic buildings. This could include a fee-based system, and should include proper locking facilities, security and easy access points.

### C. Bike Parking Facility Design

Most bike racks currently on campus are grid-style, which can each fit two bikes properly, according to APBP standards. However, 18 bikes can be improperly placed in the rack if they are parked on both sides within the grid wells. These are not mounted on the ground. They are preferred by Facility Services because they can be easily moved for vehicle-powered snow removal, construction projects and general maintenance. However, their design doesn't allow for all sizes of bikes, especially those with larger wheels, and are prone to having bikes tip over and bending wheels. The grid-style racks can be found on many different surfaces including grass, gravel and concrete. There are also U-racks and wave racks present on campus, which are permanently installed in concrete. This plan recommends phasing out grid-style racks since wheel bending is common, the number of proper and secure bike parking spots is misleading, and the APBP bike parking design standards are not met. Replacing these racks, UWSP shall conform to the city draft bike parking ordinance, with the final version to be adopted and included in the city's Comprehensive Plan as seen in the Appendix. This plan recommends offering more permanent bike parking locations that are intentionally placed to be out of major pedestrian crossings and pathways. That would include moving bike racks towards the exterior of campus so that bicyclists aren't intersecting the interior of campus. Since the campus is covered in snow for the majority of the school year, there should also be designated winter bicycle parking that is regularly plowed and maintained for winter bike riders. This would help to direct winter bike riders to bike racks that are safe and accessible and give direction for Facility Services in major snow events. According to the online survey:

- 30 percent of respondents prefer the wave-style bike rack
- 27.3 percent of respondents prefer the grid-style rack

- 18 percent of respondents had no preference for bike rack style
- 25.9 percent of respondents have experienced a bike rack being too full to attach their own
- 17 percent of respondents have had trouble attaching their bike to a rack
- 15.9percent of respondents have experienced not finding a bike rack at their destination

**Action Step:** Phase out grid-style bike racks and replace with APBP-recommended bike parking styles as outlined in the draft city bike parking ordinance.

**Action Step:** Install two sites with permanent bike parking using bike hitches, hoops, inverted-U's, or corrals outside of each academic building and one for each residence hall quad.

**Action Step:** Establish a winter bike parking that is regularly plowed and kept clear and accessible to winter bicyclists.

## *2. Lower Speed Limit on Campus Streets*

Speed has been identified as a key risk factor in road traffic injuries and accidents. For example, pedestrians have a 90 percent of survival if hit by a car travelling 20 mph or below, but less than a 50 percent chance of surviving an impact of 30 mph. Since the campus is surrounded by busy streets, there is increased interactions between pedestrians, bicyclists and drivers at intersections and road crossings. With the rise of distracted drivers and distracted pedestrians, these interactions can quickly become dangerous. To ensure the safety of the students, staff, faculty and visitors to UWSP, this plan recommends working with local jurisdictions to lower the speed limit to 20 mph on the streets surrounding campus. Certain areas, such as Fourth Avenue and Stanley Street, have higher pedestrian crossings than others, so they should be prioritized for change. The Bicycle & Pedestrian Street Safety Commission of Stevens Point would be the appropriate government group to work with in this recommendation. According to the online survey:

- 23.8 percent of respondents enter campus via Fourth Avenue
- 12.5 percent of respondents enter campus via Stanley Street
- In spring/summer/fall, most respondents enter campus using Fourth Avenue
- Most respondents who drive alone enter through Fourth Avenue or Stanley Street
- Most respondents who use public transit enter campus on Fourth Avenue
- Respondents who bike to campus use Fourth Avenue, Stanley Street, Reserve Street and Phillips Street, respectively
- Respondents who walk to campus use Fourth Avenue, Franklin Street, Phillips Street and Briggs Street, respectively

**Action Step:** A representative from UWSP will attend a Bicycle and Pedestrian Street Safety Commission meeting to discuss speed limit changes.

**Action Step:** Coordinate with BPSSC and the city of Stevens Point to lower the speed limit to 20 miles per hour on campus streets, particularly Fourth Ave between Division Street and Fremont Street, Reserve Street between Stanley Street and Main Street, Maria Drive between Division Street and Michigan Avenue, and Fremont Street between Stanley Street and Main Street

### *3. Complete Streets or Bicycle Accommodation Policy*

The best way to show administrative support for transportation equity is to enact a policy that supports it. These policies should be interpreted and included in any future planning efforts made on campus, thus the Campus Master Plan should include them.

The Complete Streets approach integrates people and place in the planning, design, construction, operation, and maintenance of transportation networks. The goal is to ensure that streets are safe for people of all ages and abilities while balancing the needs of different transportation modes. Under the policy, institution planners and engineers design and operate roadways to enable safe access for all users, which makes the campus a better place to live, work and study. In 2004, the National Complete Streets Coalition launched the movement and as of 2018, there are 1,325 agencies at various levels that have adopted Complete Streets policies. Further, Stevens Point's BPSSC is working to adopt a Complete Streets resolution.

Another, more specific, option would be a Bicycle and Pedestrian Accommodation Policy. This policy would establish a means by which the university will accommodate pedestrians and bicyclists on campus and therefore strengthen these networks. Campus access and circulation are two main focuses, which would include decreasing motor vehicular traffic through campus and utilizing bicycle and pedestrian paths. The University of Mississippi has included such a policy into their campus master plan so that it establishes a framework that fulfills their primary academic and research missions as an institution.

As stated above, this plan recognizes that decisions made regarding the roadways within the public right-of-way are primarily made at the city or county level. However, throughout this planning process, one request has come up over and over: protected bike lanes. This is one example of an infrastructural improvement that would fit into either the Complete Streets or Bicycle Accommodation Policy. Survey data supports the installation of bike lanes:

- 25 specific requests for bike lanes in the online survey
- 32 percent of respondents bike on the street
- 29.8 percent of respondents bike on the sidewalk
- If there were bike lanes around campus, 63 percent of respondents would be more likely to bike on the road
- These streets have about the same amount of people using the street and the sidewalk when biking as they enter campus: Briggs Street, College Avenue, Illinois Avenue, Isadore Street, Maria Drive, Portage Street, Reserve Street
- These streets have more people using the street than the sidewalk when biking as they enter campus: Fourth Ave (14 percent), Franklin Street (35 percent), Fremont Street (32 percent), Phillips Street (51 percent), Stanley Street (24 percent)
- The percentage of students who don't ride bikes decreased from 49 percent in their first year to 30 percent in their fourth year and 24 percent in their fifth year

Both policies can include strategies such as signage, which would involve caution maps, bike parking signs, bicycle filling and repair stations, and route maps. More information on these strategies are included in the following sections. According to the online survey:

- The top three commute types of students in spring/summer/fall are biking, walking and driving alone, respectively.
- The top three commute types for staff and faculty in spring/summer/fall are driving alone, biking, and carpooling, respectively.

**Action Step:** Request adoption of a Complete Streets Policy or a Bicycle and Pedestrian Accommodation Policy from the city of Stevens Point.

#### *4. Sidewalks are for Walking*

Besides the important educational aspects of teaching adult bicyclists that they're supposed to use the street/road, a campus policy should also be enacted so that sidewalks remain off-limits to motor vehicles. University motor vehicles and contractors' motor vehicles many times end up on the sidewalk for purposes of proximity to worksite. This is understandable logistically; however, this increases the danger to pedestrians and bicyclists throughout campus and sends the wrong message to students, faculty, staff, and visitors. This type of behavior is illegal throughout the state of Wisconsin, so it shouldn't be exhibited on campus.

**Action Step:** Make sidewalks and the internal campus walkway network off limits to motor vehicles, except at the loading zones with established concrete drives. Create new exclusive parking spots on the street and within parking lots, with signage, for Facility/Grounds staff who need proximal parking to each building.

**Action Step:** Provide Facility/Grounds staff with at least four fat-tire bicycles outfitted with cargo trailers for hauling small loads and tools within the internal campus walkway network. Provide at least two tricycles outfitted with water tanks for mobile watering provisions throughout campus.

## Education

UWSP not only provides an academic experience in the classroom, but also important life lessons all around campus. At a time when students are still learning how to interact in their community, it is imperative that a culture of understanding and opportunity exist to learn how to operate safely when traveling around campus. The university experiences high volumes of not only students, staff and faculty, but also visitors from other institutions, new potential students and other officials. To accommodate this diversity safely, it is best to have a well-educated university population that has plenty of resources and a clear understanding of expectations and precautions as they go through campus. There is ample opportunity to educate pedestrians and cyclists on proper road rules and provide resources to drivers, so they know how to share the road. According to the online survey:

- 51.9 percent of respondents walk or bike to campus 4-5 times a week
- 33.7 percent of respondents drive alone
- Top three reasons for students not biking: too much stuff to carry, poor road conditions and feeling unsafe biking in traffic, respectively
- Top three reasons for staff and faculty combined not biking: live too far away, too much stuff to carry and takes too long, respectively

# Key Recommendations

## 1. UWSP Bicycle Webpage

A single webpage through the UWSP website can act as a hub for all bicycle related inquiries and concerns. The page could be housed within the UWSP Sustainability Office, Transportation Services, or whichever department would be relevant if a part-time or full-time Bicycle Program Manager position were to exist (see *Evaluation and Planning*). This webpage would contain:

- Resources for safe bicycle and pedestrian behavior, such as the Smart Cycling Quick Guide: <http://bikeleague.org/quickguide>
- Current local bicycle and pedestrian related laws
- Frequently asked questions about bicycles
- Outline of campus policies and rules relating to bicycles
- Standard campus map
- Suggestion form for bicycle related improvements on campus
- Copy of the Portage County Countywide Bicycle and Pedestrian Plan
- Copy of the UWSP Campus Bicycle and Pedestrian Plan

Without a dedicated staff member that can address bicycle issues on campus, this website would at least make resources available to students, staff, faculty and visitors who come onto campus as bicyclists. This website would be useful during new student and employee orientation. According to the online survey:

- 54 percent of on-campus residents stated that they left their bikes back home
- Other than walking, 71 percent of on-campus students ride a bike

The population of students that leave their bikes at home may be reduced if those students are aware of the amenities and options for bicycle and cyclists on campus. UWSP wants to promote sustainable transportation options, such as bicycling, and providing a website full of resources will foster more confident and safe bicyclists, pedestrians and drivers.

**Action Step:** Create a webpage specifically for bicycle related resources that is housed within the Office of Sustainability, Transportation Services, or a collaboration of departments.

## 2. Share the Road Message

The ‘Share the Road’ message is being adopted by communities across the country. The goal is to make drivers aware that bicyclists should be included in the roadway system. Since bicycles are considered vehicles in local and state jurisdictional laws, their proper place is on the road with the other vehicles. Therefore, drivers should share the space on the road with bicyclists, especially in areas where there aren’t designated bicycle lanes. Other than bicycle and driver advocates, the public safety officers should be trained on this ‘Share the Road’ message.

At UWSP, the Police and Security Service’s jurisdictional authority “is limited to all property owned by or under the control of UW-Stevens Point, including a portion of any public road or highway passing through and immediately adjacent to it.” That means all vehicles, including bicyclists who travel in and around campus, are under the jurisdiction of UWSP’s Police and Security Service. Once the officers are trained in the ‘Share the Road’ message, they will know the rights and responsibilities of bicyclists and motorists on the road.

**Action Step:** Host collaborative trainings with the Police and Security Services officers and Stevens Point Police Department on the ‘Share the Road’ message.

### 3. *Comprehensive Bicycle Education Program*

This plan recommends that UWSP use a multi-pronged approach to make the campus have a bicycle friendly environment, which can be achieved through a Comprehensive Bicycle Education Program. The program should collaborate all key stakeholders including, but not limited to: Residential Living, Student Government Association, Office of Sustainability, University Recreational Sports, University Police and Security Services, Transportation Services, and Facilities Services. The program would be best managed by a dedicated staff person (see *Evaluation and Planning*). The program could use the UWSP Bicycle webpage as the hub for resources, events and suggestions (see above).

The first step for public safety is making people aware of the problem. According to the online survey:

- 34 percent of respondents had a car come within 3 feet of them while biking
- 48 percent of respondents had a close call with a bicyclist while walking on campus
- 23 respondents had been hit by a car while biking or walking and didn’t report it
- 93 respondents witnessed an accident involving a pedestrian or bicyclist on campus

One method to address safety concerns would be to maintain a public safety awareness campaign. The League of American Bicyclists offers a series of educational videos as well as a Smart Cycling Quick Guide. Topics range from how to choose a bicycle, proper steering, signaling and intersection positioning on a bike.

The videos and guides would be appropriate to educate students, faculty and staff on bicycle basic information. The resources can also easily be integrated into the new student orientation program. These resources and more could be shared through university outlets during the fall semester and the beginning of biking season in the spring semester. At the Open Forum on the Campus Bicycle Environment, attendees suggested using a joint citywide and campuswide education campaign to show their connectedness and similar dedication to a safe bicycle network. The attendees suggested using media outlets such as local newspapers, the Pointer, 90FM and other local radio stations, SPTV, and local government and SGA social media outlets to spread the word. According to the online survey:

- 18.6 percent of respondents chose free instruction on bike repair and maintenance as their top program preference
- 10 additional comments requested more bike education programs

**Action Step:** Implement a Comprehensive Bicycle Education Program including an ongoing public safety awareness campaign.

Another important method in the Comprehensive Bicycle Education Program is providing signage to inform drivers about bicyclists right to use the roadway and the best bicycle pathways through campus. Signage is easy to implement, and it reaches people at the point of decision-making, which is always the most effective way to change behavior.



Examples of educational signage that could be placed on the UWSP campus.

Designated bicycle and pedestrian shared pathways will direct bicyclists to sidewalks through campus that are large enough to accommodate both pedestrians and bicyclists, as well as provide good visibility to avoid collisions. On the UWSP campus there are many pathways that cut through the interior of campus, but they are not all suitable for both bicyclists and pedestrians. Particularly in the space between the CPS, Science Building, and TNR, there are multiple narrow entryways that lead to a central space that includes bicycle parking. In addition to moving that bike parking location, shared pathways signs could direct bicycles through the Sundial and on either end of the TNR where there is still ample bike parking and wider pathways. According to the online survey:

- 34 percent of respondents chose a multi-use/shared pedestrian and bike path through campus as their top project preference

**Action Step:** Implement a Comprehensive Bicycle Education Program.

**Action Step:** Plot the bike parking locations on the standard UWSP Campus Map.

## Enforcement

Initiatives can be started relatively easily on campus, but if they aren't enforced by the authority figures then the sustainability of those initiatives can be challenged. Enforcement of policies and rules also is indicative of the internal support present on the issues. If enforcement agents aren't prioritizing the issues of pedestrians and bicyclists, then the safety of the campus suffers. But enforcement can come into play as more than just the enforcer of the rules. This can also include preventative measures that reduce the need for enforcement in the future. According to the online survey:

- 68 respondents stated their bike was stolen from campus

## Key Recommendations

### *1. Enforcing Safe Behavior*

Educating, equipping and empowering public safety officer appropriately is the first step towards bicycle and pedestrian safety enforcement. In addition to training in the 'Share the Road' message (see *Education*), further training can be provided on topics such as proper bike locking techniques and how to

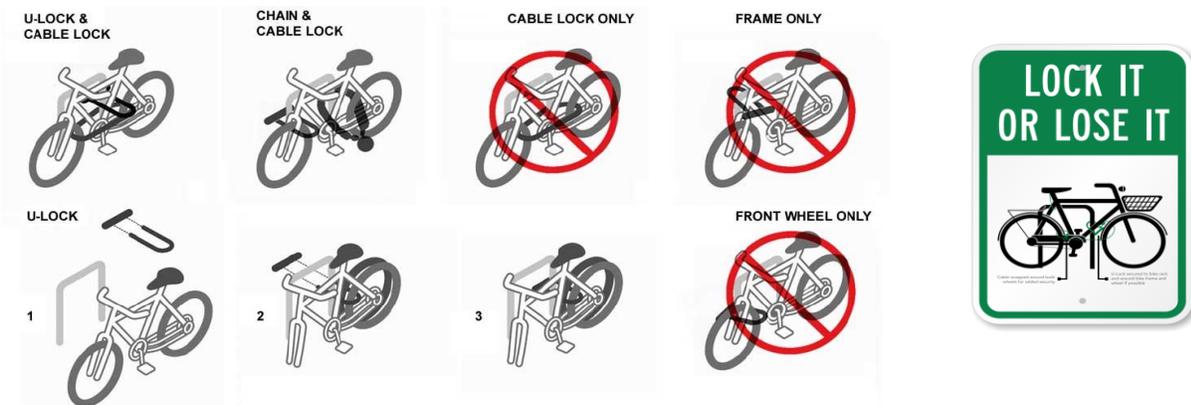
identify cyclist infractions. The following organizations offer training on a variety of bicycle safety topics: International Police Mountain Bike Association, the Law Enforcement Bicycle Association and the National Highway Traffic Safety Administration. If officers were able to increase their awareness of cyclist infractions, it would generate more income for the university that can be used towards bicycle safety and awareness.

**Action Step:** Provide additional training to Police and Security Services on bike specific topics including, but not limited to, proper bike locking techniques and how to identify cyclist infractions.

One of the better ways to get the public safety officers aware of bicyclist conditions would be to provide bikes for them to use on their patrols. In spring 2018, two e-bikes, or electric assist bikes, were donated to the Stevens Point Police Department. These bikes have a motor and battery that multiplies the power input and were built exclusively for law enforcement. This allows the officer to go further, faster and with less effort so they can arrive at the site of a call without being out of breath.

**Action Step:** Purchase two electric assist bikes for Police and Security Services officers.

The enforcement officers aren't the only ones that can reduce bicycle issues, including theft, on campus. By providing proper locking signage to cyclists, they will have the resources to ensure their bike is securely attached to a bike rack.



During the Open Forum on the Campus Bicycle Environment, some student participants came up with the idea for enclosed, locked facilities for bikes that could utilize UWSP student, staff or faculty IDs to open them. As mentioned in *Engineering*, there aren't many options for long-term storage for bikes on campus. This plan recommends a more secure storage facility so that students are more likely to utilize it, and the extra cost would justify charging a fee for usage.

**Action Step:** Install an enclosed, locked bicycle storage area for daily bicycle storage at each of the three quads: Allen, North DeBot and South DeBot, as well as one by the academic buildings and centers.

**Action Step:** Parking Services manage all bike parking logistics and enforcement on campus since the bicycle is considered a vehicle by WisDOT and Stevens Point ordinances.

## Encouragement

In terms of this plan, encouragement and advocacy can be used synonymously. Every person who makes their way around the UWSP campus is acting out the examples they've seen from others, whether that is on a bicycle, in a wheelchair or on foot. That means that all individuals can be encouraged to act out safe behaviors for other pedestrians, bicyclists and vehicles as they interact around campus. According to the online survey:

- 17.5 percent of respondents preferred to bike because it saves time and offers flexibility
- 15.9 percent of respondents bike for health and fitness
- 13.5 percent appreciated the environmental benefits that results that biking

## Key Recommendations

### *1. Use of Bikeshare for Advocacy*

#### **A. Spin Bikeshare 2018**

The Spin Bikeshare program was launched in April 2018. Spin is a business that started in 2017 out of San Francisco and they offered their dockless bikeshare program at no cost to UWSP. The dockless bikeshare system is unique in that it doesn't require physical infrastructure on campus, which means that it's easier and more affordable to implement and maintain. The program is run through an app that could be accessed online at [www.spin.pm](http://www.spin.pm) or by scanning the QR code on the Spin bike. For UWSP students, staff and faculty that used their @uwsp.edu email address, it's \$.50 per 30-minute ride, or \$14 per month for unlimited rides. For anyone else in the community, it's \$1 per 30-minute ride. There were 150 bright orange bikes distributed through campus for the student's easy access. As of July 2018, Spin decided to downsize their operation, which meant they were discontinuing the bikeshare program. The bikes on the UWSP campus were promptly removed from campus and luckily were salvaged as a corporate donation to the Nicaragua Partnership.

As of August 2018, the Office of Sustainability is in search of another suitable dockless bikeshare program to bring to the UWSP campus. Even though the Spin program was only on campus a few months, the popularity and use by students, staff, faculty and the community prove that it is an important feature for our campus that must be replaced. Below includes some information gathered from Spin on ridership and usage between the time the bikes arrived on campus in April and when they were removed in June.

April-June Spin Usage 2018	
Spin Trips- Total	2,207
Spin Trips- Students	1,535
Distance Travelled- Total	5400 miles
Average Trip Time- April	12.5 minutes
Average Trip Time- May	7.5 minutes
Average Trip Time- June	23 minutes

## B. Future Bikeshare Programming

Once a bikeshare program is implemented on campus, it would be a convenient and accessible advocacy tool. The bikes would be comfortable and easy to ride, so they would be great instruction bicycles for students who might not already know how to ride a bicycle. Also, with the growing number of international students attending UWSP, the bicycles could be used to teach students who didn't have a chance to learn to ride a bike in their home country and provide a resource for students that probably don't have access to a vehicle.

Classes or workshops could be offered that would cover not only the basics, but also basic safety techniques, signaling how to travel in traffic and more. Since the bikeshare is most often marketed towards students living on campus, the bikes could be used by Community Advisors in the residence halls in group bike rides and tours. According to first-year students who participated in the online survey:

- 75.8 percent had neither biked nor walked to the Wisconsin River
- 42.7 percent had neither biked or walked to downtown Stevens Point

With easily accessible bikeshare, students would have the resources to view the great community where they already live.

**Action Step:** Implement a dockless bikeshare system on campus.

### 2. *Formal Incentive Program*

When in doubt, the best way to increase a positive behavior is to reward it. A formal incentive program for those who bike commute would showcase the importance that UWSP sees in biking as a preferred method of transportation. By biking to campus, cyclists can earn benefits such as gift cards for university centers, coupons for local bike shops, or bike maintenance equipment. According to the online survey:

- 40.9 percent of respondents chose commuter rewards, such as free/discounted items for being a regular bike commuter as their top program preference

One such example is the DeroZap program, which is currently implemented on the University of Minnesota campus. The bike commuter program uses ZAP hardware and software, which is an automated bike commuting recognition system pioneered at the University of Minnesota. There is a small tag that is placed on the front wheel spokes of participating bicycles so that it can get recognized by the ZAP readers, which are strategically placed around campus. Riders passing within 30 feet of the reader will hear a beep, which means that they've been 'Zapped.' Once Zapped the trip data is uploaded to the web

where it is accessible to the cyclist and the program administrators. Once the cyclist has received enough Zaps, they can earn different commuter rewards such as gift cards, free university products and more.

**Action Step:** Implement a bike commuter program on the UWSP campus, such as a DeroZap program.

**Action Step:** Provide bicycle benefits for student bicycle commuters using a program such as the Bicycle Benefits organization: <http://bb2.bicyclebenefits.org/#/home>.

**Action Step:** Request from the city that a portion of parking meter revenue get returned to the street it came from in the form of infrastructure improvements for bicyclists and pedestrians such as street/sidewalk cleaning, planters, benches, bike lanes, bike parking, paint improvements, landscaping, lighting, etc.

### *3. Green Circle Trail Utilization*

UWSP is lucky to be in a community that has an incredible bikeable and walkable loop that goes throughout the whole town: The Green Circle Trail (GCT). One section is located within Schmeckle Reserve on the northside of campus, within .3 miles of the residence halls. The ease of access and unique nature of the trail should encourage students, staff and faculty to use the trail as a fun way to see their community and its environment. According to the online survey:

- The percentage of students who biked and walked on the GCT increased from 14.5 percent in their first year to 38 percent in their fourth year
- The percentage of students who neither biked nor walked on the GCT decreased from 52.4 percent in their first year to 18 percent in their fourth year.

Whether it is used to recreate, or get from point A to point B, the GCT is an asset that is maintained and can be accessed by everyone. With its proximity to the residence hall, the Residential Hall Association (RHA) would be an apt partner in promoting cycling on the GCT. They could work with Hall Directors, Community Advisors and Green Advocates to get students who live on campus to experience the GCT, possibly with the use of a bikeshare program or their own personal bikes. The Public Relations Student Society of America (PRSSA) could be another student group that could partner with bicycle education and advocacy.

**Action Step:** Partner with RHA or PRSSA to promote biking on the GCT to on-campus residents.

**Action Step:** Partner with the BPSSC/ and Transportation Services to promote the GCT for faculty and staff commutes.

### *4. Cycling Club*

The UWSP Cycling Club is a student organization that supports student bike activities. They aim to raise awareness of cycling including, but not limited to, road and mountain biking and to promote a respectable image for cyclists in the community. They also support local trail systems and promote local bicycle shops and local bike-related events. Lastly the organization provides a means for UWSP students to race locally, regionally or nationally via USA Cycling or other racing institutions. The only requirement for a student to join are nominal dues that goes towards student organization activities, events and race registration.

## Evaluation and Planning

The act of writing this Campus Bicycle and Pedestrian Plan is one of the first steps towards setting up a framework for future as they relate to the campus transportation environment. Another initial phase would be evaluating the existing infrastructure present on campus. Once there's a clear understanding of the existing conditions, then steps can be taken to enhance the efficacy of these conditions as well as identify needs that should be addressed.

## Key Recommendations

### *1. UWSP Campus Bicycle and Pedestrian Plan*

The UWSP Campus Bicycle and Pedestrian Plan is written as a resource for future decisions made at UWSP regarding the 5 E's of bringing about transportation equity. UWSP is already nationally recognized for its commitment to sustainable practices and 'green' initiatives, which can be showcased in their AASHE-STARs Gold rating, Green Ribbon Award for postsecondary sustainability from the U.S. Department of Education and being listed on the Princeton Review Green College Honor Roll. This plan will guide future with a long-term physical and programmatic vision for the UWSP campus.

**Action Step:** Write a UWSP Campus Bicycle and Pedestrian Plan. Get the plan approved by the Executive Affairs Committee and Common Council.

### *2. Bicycle and Pedestrian Advisory Board*

The Campus Bicycle and Pedestrian Planning Task Force was formed to collect data about the current environment on campus and then write a corresponding plan with steps for future actions. To ensure these actions are implemented, this plan recommends the formation of an official Bicycle & Pedestrian Advisory Board. There is already a Parking Advisory Board which meets weekly during the school year when membership is on campus. This is purely an advisory committee that doesn't have decision-making abilities. Some of the topics they discuss include parking lot proposals and removals, the pay by cell technology, cost of permits and the number and location of student-friendly parking locations. Members of the board include students-at-large, a nontraditional student, RHA representative, faculty representative, academic staff representative, university staff representative, Parking Services representative, and an adviser. A similar, if not identical, format can be used for the Bicycle Advisory Board, except the Parking Services representative could be replaced with a representative from the Office of Sustainability. The main task for the Bicycle & Pedestrian Advisory Board would be to ensure that the recommendations in this plan are put into place and maintained by the appropriate departments.

**Action Step:** Create a Bicycle & Pedestrian Advisory Board, like the Parking Advisory Board, with members including students-at-large, a nontraditional student, RHA representative, faculty representative, academic staff representative, staff representative, Parking Services representative, and an adviser.

### *3. Bicycle and Pedestrian Program Manager*

While writing this plan and collecting information on the pedestrian and bicycle campus environment is important, all these efforts will end up on a shelf unless there is someone to implement them. While these recommendations are pertinent to different departments, having one person-of-contact for all things related to bicycles would make communication and task distribution more feasible. This person would be able to continually collect data on bicycle behavior and adjust the recommendations in this plan as

necessary. The webpage and Comprehensive Bicycle Education program (see *Education*) could be actively managed by the Bicycle Program Manager. By hiring a part-time or full-time employee with a focus on bicycle issues, the likelihood that these recommendations will occur will greatly increase.

**Action Step:** Hire an employee as an official Bicycle and Pedestrian Program Manager.

#### *4. Campus Satisfaction Survey*

As stated in the beginning of the plan (see *Online Survey*), there was an online survey that was available to students, staff and faculty to learn about their behaviors and opinions as bicyclists and pedestrians on campus. Similar surveys can continue to be created to measure the satisfaction of students, staff and faculty with the campus bicycle network. The results from this annual survey could be analyzed to assess barriers and direct resources according to demand and needs of the university commuters. The analysis provides legitimacy and reasoning behind different infrastructure and programmatic changes in the future.

**Action Step:** Write and distribute an annual online Campus Bicycle and Pedestrian Satisfaction Survey.

#### *5. Bike Parking Survey*

When UW-Eau Claire and UW-La Crosse were writing their own Campus Bicycle and Pedestrian Plans, they conducted a bike rack survey to learn more about bike rack placement, use and locking techniques. UWSP can perform this bike parking survey on an annual basis to record current bicycle parking behavior, measure the intensity of rack usage and efficiency and accuracy of bike racks used. Future bike rack type decisions can be determined by the number of bikes parked improperly at racks of the same style. If bikes are parked on objects that are not bike racks, such as trees and signs, that may indicate times of overflow in which the bike rack is full. Placing additional bike parking or bike parking that have more efficient capacity could solve this problem. Since bike parking is one of the most visual indicators of a strong bicycle network, it is important to keep them being used correctly and prevent damage done to bikes while parked there.

**Action Step:** Complete a bike parking survey to record bicycle parking behavior, measure the intensity of rack usage, efficiency and accuracy of bike racks used currently.

#### *6. Improve Transportation Management*

Students, faculty, staff, and visitors remain confused by what Transportation Services is and does. It is evident that the only operations the unit is involved in is managing a fleet of motor vehicles and the personnel and logistics associated with this. It excludes managing the modes of bicycle, pedestrian, long/skate board, scooter, and transit transportation on campus. There needs to be more work on managing these various modes of transportation and the planning that surrounds managing these needs to be established within one unit or a number of collaborating units.

**Action Step:** Transportation Services should either expand its operations to include managing all modes of transportation, or components therein, or change its name to something much more appropriate to its current operations and scope, like “Fleet Services.”

# Prioritized Action Steps

The Action Steps throughout this plan are suggestions for developing appropriate bicycle and pedestrian infrastructure to foster a Bicycle Friendly University. Below is a list of the Action Steps in groups based on their feasibility, amount of staff time required, existing resources on campus and the impact that will be made. These groupings will provide direction for those who wish to implement the recommendations.

## Short-Term Action Steps

- Write a UWSP Campus Bicycle and Pedestrian Plan. Get the plan approved by the Executive Affairs Committee and Common Council.
- Establish pedestrian traffic zones and place bike parking locations outside those zones.
- Representative from UWSP will attend a Bicycle and Pedestrian Street Safety Commission meeting to discuss speed limit changes.
- Create a webpage specifically for bicycle-related resources that is housed within the Office of Sustainability, Transportation Services, or a collaboration of departments.
- Host collaborative trainings with the Police and Security Services officers and Stevens Point Police Department on the 'Share the Road' message.
- Provide additional training to University Police and Protection Services on bike specific topics including, but not limited to, proper bike locking techniques and how to identify cyclist infractions.
- Implement a Comprehensive Bicycle Education Program.
- Partner with RHA to promote biking on the Green Circle Trail to on-campus residents and partner with the BPSSC/Transportation Services to promote the Green Circle Trail for faculty and staff commutes.
- Implement a dockless bikeshare system on campus.
- Establish a winter bike parking that is regularly plowed and kept clear and accessible to winter bicyclists.

## Medium-Term Action Steps

- Offer off-season bike storage in the basements of residence halls.
- Install two sites with permanent bike parking using bike hitches, hoops, inverted-U's, or corrals outside of each academic building and one for each residence hall quad.
- Coordinate with BPSSC and the city of Stevens Point to lower the speed limit to 20 miles per hour on campus streets, particularly Fourth Ave between Division Street and Fremont Street, Reserve Street between Stanley Street and Main St, Maria Drive between Division Street and Michigan Avenue, and Fremont Street between Stanley Street and Main Street.
- Request from the city that a portion of parking meter revenue get returned to the street it came from in the form of infrastructure improvements for bicyclists and pedestrians such as street/sidewalk cleaning, planters, benches, bike lanes, bike parking, paint improvements, landscaping, lighting, etc.
- Purchase two electric assist bikes for University Police and Protection Services officers.
- Write and distribute an annual online Campus Bicycle and Pedestrian Satisfaction Survey.
- Complete a bike parking survey to record bicycle parking behavior, measure the intensity of rack usage, efficiency and accuracy of bike racks used currently.

- Implement a Comprehensive Bicycle Education Program including installation of bicycle and pedestrian shared pathway signs at strategic locations on campus to decrease bicycle and pedestrian interactions
- Plot the bike parking locations on the standard UWSP Campus Map.
- Make sidewalks and the internal campus walkway network off limits to motor vehicles, unless at the loading zones with established concrete drives. Create new exclusive parking spots on the street and within parking lots, with signage, for Facility/Grounds staff that need proximal parking to each building.

## Long-Term Action Steps

- Install covered bike parking outside at least one entrance for each residence hall. As the 'Eco Hall,' Knutzen could act as the model hall and receive the first installation.
- Install at least one covered bike parking structure outside every academic and administrative building.
- Install an outdoor bike storage facility for off-season bike storage. One for each of the quads: Allen, North DeBot and South DeBot.
- Install an enclosed, locked bicycle storage area for daily bicycle storage at each of the three quads: Allen, North DeBot and South DeBot, as well as one by the academic buildings and centers.
- Offer daily bicycle storage options in or around academic buildings. This could include a fee-based system. Should include proper locking facilities, security and easy access points.
- Create a Bicycle & Pedestrian Advisory Board, like the Parking Advisory Board, with members including students-at-large, a nontraditional student, RHA representative, faculty representative, academic staff representative, university staff representative, Parking Services representative, and an adviser.
- Request adoption of a Complete Streets Policy or a Bicycle and Pedestrian Accommodation Policy from the city of Stevens Point.
- Implement a bike commuter program on the UWSP campus, such as a DeroZap program.
- Provide bicycle benefits for student bicycle commuters using a program such as the Bicycle Benefits organization: <http://bb2.bicyclebenefits.org/#/home>.
- Hire a part-time or full-time employee as an official Bicycle Program Manager.
- Transportation Services should either expand its operations to include managing all modes of transportation, or components therein, or change its name to something much more appropriate to its current operations and scope, like "Fleet Services."
- Parking Services manage all bike parking logistics and enforcement on campus since the bicycle is considered a vehicle by WisDOT and Stevens Point ordinances.
- Phase out grid-style bike racks and replace with APBP-recommended bike parking styles as outlined in the draft city bike parking ordinance.
- Provide Facility/Grounds staff with at least four fat-tire bicycles outfitted with cargo trailers for hauling small loads and tools within the internal campus walkway network, and provide at least two tricycles outfitted with water tanks for mobile watering provisions throughout campus.

# Photo Sources

<https://www.myparkingsign.com/blog/wp-content/uploads/Cyclist-Awareness-Sign-from-BicycleSigns.png>

<http://images.roadtrafficsigns.com/img/1g/K/Share-Road-Sign-K-4296.gif>

<https://www.publicdomainpictures.net/pictures/180000/velka/bicycle-road-s1gn.jpg>

[www.sspprintfactory.co.uk/images/uploads/1\\_53806766a43c9e4e46b165c67af76b39.jpg](http://www.sspprintfactory.co.uk/images/uploads/1_53806766a43c9e4e46b165c67af76b39.jpg)

<https://mcdn.theparkcatalog.com/blog/wp-content/uploads/2015/01/correctbikelock-lapd.jpg>

# Appendix

## Appendix A: Spring Bike Count Tally Sheet

Spring Bike Count

April 24, 2018

LOCATION:

TASK: Tally BIKES as they cross your line. Tally bikes coming and going from both directions. Note whether bikes are on the street or the sidewalk. Questions or concerns? Call or text Taylor at 262-389-0309.

Time	Street	Sidewalk
EXAMPLE: 6:30-7:30 a.m.		
7:30-8:30 a.m.		
8:30-9:30 a.m.		
9:30-10:30 a.m.		
10:30-11:30 a.m.		
11:30 a.m.-12:30 p.m.		
12:30-1:30 p.m.		

This Bike Count information will be used to make recommendations for future bicycle and pedestrian infrastructure on the UWSP Campus. The data will be compiled and analyzed by the Campus Bicycle and Pedestrian Planning Task Force, then will inform the Campus Bicycle and Pedestrian Plan.

# Appendix B: Online Campus Bicycle and Pedestrian Survey Questions

## Campus Bicycle and Pedestrian Survey

- Q1: Gender:
  - Male
  - Female
  - Nonbinary/third gender
  - Prefer not to respond
- Q2: Campus community role:
  - Student
  - Staff
  - Faculty
  - Other
- Q3: Year in school:
  - First Year
  - Second Year
  - Third Year
  - Fourth Year
  - Fifth Year or more
  - Graduate Student
  - Not a student
- Q4: Age:
  - 18-24
  - 25-29
  - 30-39
  - 40-49
  - 50-59
  - 60-69
  - 70 and up
  - Prefer not to respond
- Q5: I live:
  - On campus
  - Off campus

If you answered, 'On campus,' complete questions 6-8; then continue to question 16.

If you answered, 'Off campus,' move to question 9.

- Q6: Do you own a bike?
  - Yes, I have it on campus
  - Yes, but I left it back home
  - No
- Q7: Other than walking, how do you most frequently travel from your residence hall to campus?  
Check all that apply.
  - Biking
  - Moped

- Longboard/Skateboard
- None of the above
- Other\_\_\_\_\_
- Q8: If you had the option of storing your bike in a secure location in your residence hall (not in your room) would you?
  - Yes, for everyday storage
  - Yes, for winter storage
  - No, I wouldn't store my bike in my residence hall
  - No, I don't have a bike
- Q9: Where do you live?
  - Amherst
  - Custer
  - Junction City
  - Marshfield
  - Mosinee
  - Park Ridge
  - Plover
  - Rudolph
  - Stevens Point
  - Stockton
  - Town of Hull
  - Wausau
  - Whiting
  - Wisconsin Rapids
  - Other\_\_\_\_\_
- Q10: Which street do you most often use to enter campus for the first time each day? Please use the campus map as a reference. (Map below)

- Briggs Street
- College Avenue
- Fourth Avenue
- Franklin Street
- Fremont Street
- Illinois Avenue
- Isadore Street
- Maria Drive
- Phillips Street
- Portage Street
- Reserve Street
- Stanley Street



- Q11: Regarding your route, why do you choose that route? Check all that apply.
  - Most direct
  - If biking, to stay out of vehicle traffic
  - Scenic
  - Carpooling
  - Safest

- Convenient for other stops/errands/food
  - Other\_\_\_\_\_
- Q12: During spring, summer or fall, how do you most frequently commute to campus?
  - Drive alone
  - Carpool
  - Get dropped off/picked up
  - Public transit (bus)
  - Moped
  - Skateboard/longboard
  - Bike
  - Walk
  - Other\_\_\_\_\_
- Q13: During winter, how do you most frequently commute to campus?
  - Drive alone
  - Carpool
  - Get dropped off/picked up
  - Public transit (bus)
  - Moped
  - Skateboard/longboard
  - Bike
  - Walk
  - Other\_\_\_\_\_
- Q14: During spring, summer or fall, how often do you walk or bike commute to UWSP campus for class or work?
  - 4-5 times a week
  - 2-3 times a week
  - once a week
  - 1-3 times a month
  - Never
- Q15: During winter, how often do you walk or bike commute to UWSP campus for class/work?
  - 4-5 times a week
  - 2-3 times a week
  - 1 time a week
  - 1-3 times a month
  - Never
- Q16: What is your most frequent destination on campus? Please pick your top three. (On-campus residents do not choose your residence hall as one of the three.)
  - 601 Division Street (Surplus store)
  - Albertson Hall (Library)
  - Allen Recreational Center
  - College of Professional Studies (CPS)
  - Collins Classroom Center (CCC)
  - Communication Arts Center (CAC)
  - DeBot Dining Hall
  - Dreyfus University Center (DUC)
  - George Stien Building

- Hansen/Steiner/Baldwin/Neale
  - Health Enhancement Center (HEC)
  - Hyer Hall
  - Maintenance and Materiel Building (M&M)
  - Nelson Hall
  - Noel Fine Arts Center (NFAC)
  - Old Main/ Student Services Center
  - Schmeckle Reserve
  - Science Building
  - Smith/Pray-Sims
  - Suites @ 201 Reserve/May Roach
  - Trainer Natural Resources Building (TNR)
  - Waste Education Center (WEC)
  - Watson/Thomson/Burroughs/Knutzen
  - Wood Utilization Lab
  - Other\_\_\_\_\_
- Q17: When biking, do you generally utilize the:
    - Street
    - Sidewalk
    - I don't bike
  - Q18: If there were bike lanes on the road, would you be more likely to bike on the road rather than on the sidewalk? Example below.
    - Yes
    - No
    - Wouldn't make a difference
    - I don't bike



<http://www.bikecleveland.org/wp-content/uploads/2015/04/bufferedbikelane.jpg>

- Q19: What are the reasons you bike to campus? Please pick top three.
  - Saves time and offers flexibility
  - Saves money
  - Health and fitness
  - Environmental benefits
  - Fun and enjoyable

- Too far to walk
- I don't own a car
- Dislike public transit
- Other\_\_\_\_\_
- I don't bike
- Q20: Which type of bike racks do you prefer? Please pick top two.
  - No preference
  - Wave racks



- 'U' racks



- Grid style racks



- Bollard style racks



- Corral style racks



■ <http://www.parkitbikeracks.com/media/catalog/product/cache/13/image/630x375/9df78eab33525d08d6e5fb8d27136e95/7/z/7zt7095.jpg>

- Q21: Thus far this school year, have you ever encountered any of the following on campus? Check all that apply
  - Bike rack too full
  - No bike rack at destination
  - Damage to your bike at rack
  - Difficulty attaching bike to rack
  - Theft of bike or other property on bike
  - None of the above
  - I don't bike
- Q22: In good weather conditions, what factors are most responsible for you choosing not to bike to campus? Check all that apply.
  - Takes too long
  - Lack of bike parking
  - Lack of shower facilities/concern of appearance after biking
  - Live too far away
  - I have too much stuff to carry
  - Unsafe/unlawful behavior by motorists
  - Unsafe/unlawful behavior by bicyclists
  - Feel unsafe biking in traffic
  - Poor road conditions (sand, salt, potholes, puddles)
  - Don't own a bike/ don't know how to ride
  - Other \_\_\_\_\_
- Q23: In good weather conditions, what factors are most responsible for you choosing not to walk to campus? Check all that apply.
  - Takes too long
  - Lack of shower facilities/concern of appearance after walking
  - Live too far away
  - I have too much stuff to carry
  - Unsafe/unlawful behavior by motorists
  - Unsafe/unlawful behavior by bicyclists
  - Other \_\_\_\_\_
- Q24: Which of the following projects would you most like to see implemented? Drag and drop them in order from most interested to least interested.
  - More covered bike parking on campus
  - Indoor bike parking in residence halls or other buildings
  - Bike Wayfinding Signs (directional signs for cyclists around campus)
  - Bike lockers or protected storage for bikers

- Multi-use path (shared pedestrian/bike path through campus)
  - Other \_\_\_\_\_
  - None of the above
- Q25: Which of the following programs would you most like to see implemented on campus? Drag and drop them in order from most interested to least interested.
  - Long-term bike rental on campus
  - Commuter rewards (free/discounted items for being a regular bike commuter)
  - Full-time bike coordinator (dedicated staff responsible for supporting bicycling)
  - Registration incentives (free/discounted accessories for registering your bike with city of Steven Point)
  - Free instruction on bicycle repair and maintenance
  - Other \_\_\_\_\_
  - None of the above
- Q26: This winter, have you ever avoided the sidewalk because it was not shoveled?
  - Yes
  - No
- Q27: Thus far this school year, while using a crosswalk, has a car ever entered the crosswalk with you already in it?
  - Yes
  - No
- Q28: Thus far this school year, has a car come within three feet of you while biking?
  - Yes
  - No
  - I don't bike
- Q29: Thus far this school year, have you been walking and had a close call with a bicyclist?
  - Yes
  - No
- Q30: Thus far this school year, have you ever been hit by a car while walking or bicycling, but did not report it?
  - Yes
  - No
- Q31: Thus far this school year, have you witnessed an accident on campus involving a pedestrian or bicyclist?
  - Yes
  - No
- Q32: Thus far this school year, have you driven through campus and had a close call with a pedestrian or bicyclist?
  - Yes
  - No
  - Not applicable
- Q33: In the last year, have you biked or walked to the Wisconsin River?
  - Biked
  - Walked
  - Both
  - Neither

- Q34: In the last year, have you biked or walked on the Green Circle Trail?
  - Biked
  - Walked
  - Both
  - Neither
- Q35: In the last year, have you biked or walked to Downtown Stevens Point?
  - Biked
  - Walked
  - Both
  - Neither
- Q36: Thus far this school year, have you biked or walked to a city park?
  - Biked
  - Walked
  - Both
  - Neither
  
- Please share anything else about walking, biking or commuting to, from or around the UWSP campus that you feel we need to know.
- If you'd like to know more about the Campus Bicycle and Pedestrian Planning Task Force, you can contact the project manager at [tchri577@uwsp.edu](mailto:tchri577@uwsp.edu).
  
- UWSP will be releasing a new bike share program called SPIN Bike Share. For more information, visit [www.spin.pm](http://www.spin.pm)

## Appendix C: Portage County Countywide Bicycle and Pedestrian Plan

### Portage County Countywide Bicycle and Pedestrian Plan

## Appendix D: City of Stevens Point Bicycle Parking Ordinance

### 5.51.6 Bicycle Parking