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<td>3.8 Grant Funding</td>
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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.

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.
2.1 GOAL 1 – 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:

- 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.

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

- 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.

---

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.

- 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.

- 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

Bicycle Collisions

- With Motor Vehicle
  - Bicyclist at fault
  - Motor vehicle at fault
  - Fault undetermined
- With bike or pedestrian
- Bicyclist fell

* Fault determination based only on preliminary report submitted by the UCPD.
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:

- Develop campus bikeway network that makes bicycling a viable alternative to the automobile and minimizes conflicts between bicyclists and pedestrians and/or other vehicles
- Create bicycle safety materials and distribute widely
- Offer bicycle commuting skills and bicycle safety courses to improve bicycling skills and knowledge of UCLA bicyclists
- Adopt and enforce on-campus rules and regulations to improve overall safety for bicyclists, pedestrians, and motorists

PERFORMANCE MEASURES

- Change in annual collisions between motor vehicles and bicyclists (Source: UCPD collision data)

See Section 3.2.1 related to the Campus Bikeway Network
See Section 3.6.1 related to the Campus Bicycle Safety and Education Program
See Section 3.5.3 related to the Create Dismount Policy
See Figure 2.2.1 – 2009 - 2011 Bicycle Collisions at UCLA

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.

**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

- 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.

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 2.1 regarding cyclist ridership on campus.

See Section 3.8.1 related to grant funding.
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

2011 Bike To Campus Week Survey

- Electronic bicycle lockers
- Bicycle channels on stairways
- More bicycle safety classes
- More bicycle promotions/incentives
- Developing a bicycle buddy system
- Shower facilities for cyclists
- Bicycle detection at traffic signals

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Electronic bicycle lockers</td>
<td>27%</td>
</tr>
<tr>
<td>Bicycle channels on stairways</td>
<td>14%</td>
</tr>
<tr>
<td>More bicycle safety classes</td>
<td>17%</td>
</tr>
<tr>
<td>More bicycle promotions/incentives</td>
<td>10%</td>
</tr>
<tr>
<td>Developing a bicycle buddy system</td>
<td>7%</td>
</tr>
<tr>
<td>Shower facilities for cyclists</td>
<td>4%</td>
</tr>
<tr>
<td>Bicycle detection at traffic signals</td>
<td>21%</td>
</tr>
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</table>
• 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
3.1 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,
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.

3.1.2 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.

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 1**

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<th>From</th>
<th>To</th>
<th>Treatment</th>
</tr>
</thead>
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<td>Ave of the Stars</td>
<td>5</td>
<td>Santa Monica Blvd.</td>
<td>Pico</td>
<td>Lane</td>
</tr>
<tr>
<td>Pico</td>
<td>5</td>
<td>Ave of the Stars</td>
<td>Motor</td>
<td>Lane</td>
</tr>
<tr>
<td>Westwood</td>
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<td>Santa Monica Blvd.</td>
<td>Malcolm</td>
<td>Lane</td>
</tr>
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<td>National Pl</td>
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<td>Malcolm</td>
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<td>Palms</td>
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<td>Exposition</td>
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**PRIORITY 2**

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<td>Lane</td>
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<td>Venice</td>
<td>Lane</td>
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* 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 3.1.1 – LOS ANGELES BIKE TRANSIT HUB NETWORK – METRO

FIGURE 3.1.2 – BIKE TRANSIT HUB LIST - METRO

<table>
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<th>Hub Name</th>
<th>Line</th>
<th>Hub Code</th>
<th>Highest number in category</th>
<th>Weighting factor</th>
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<th>1.00</th>
<th>3.00</th>
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<th>9.00</th>
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<td>Santa Monica Transit Mall</td>
<td>TC</td>
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<td>3667</td>
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</table>

Note: The table lists the highest number in each category and the associated weighting factors for various transit hubs in the Los Angeles area. Each entry includes the hub name, line, hub code, highest number, and weighting factors for different categories.
LA City Bikeway System: **West LA Area**

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>Planned</th>
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<tbody>
<tr>
<td>Bike Path</td>
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<td>Bike Lane</td>
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<td>Bike Route</td>
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<tr>
<td>Bike Friendly Street</td>
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</tr>
</tbody>
</table>

0 0.25 0.5 1 Miles
3.2

3.2.1 DEVELOP CAMPUS BIKEWAY NETWORK

STATUS:

• Completed

COMMENTS:

• 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 BIKEWAY SIGNAGE PLAN

STATUS:

• Completed
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.

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

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

• 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.

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:**

- 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.

**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.
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 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.
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. 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.
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.
UCLA Bike

(RE)CYCLING DAY

one person’s trash is another’s sweet ride

PARKING STRUCTURE 8 ROOF
SUNDAY
OCTOBER 16
WWW.TRANSPORTATION.UCLA.EDU

FREE BIKES

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

2011

10 AM to 2 PM
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 showers and locker facilities that are available to students, and locker facilities for a nominal fee. For more information about the "Commuter Passport," please visit the John Wooden Center or Strathmore Building (Citation Review Office) for a nominal fee. Additionally, non-campus, and always practice safe bicycling techniques.

Combining your bike ride with public transit can take you greater distances, allowing you to take a rest from the drive. Most public transit can take you greater distances, allowing you to take a rest from the drive. 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 310-825-2025. Abandoned bicycles may be subject to impoundment.

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 310-825-2025. Abandoned bicycles may be subject to impoundment. Obey all stop signs, traffic signals, and traffic signs. Failure to do so is a violation of way.

It is illegal to operate a bicycle while under the influence of alcohol or drugs. 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 flat 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 (310) 825-3701. If your bicycle is stolen, report it immediately to the UCLA Police Department at 601 Westwood Plaza (310) 825-3701. If your bicycle is stolen, report it immediately to the UCLA Police Department at 601 Westwood Plaza (310) 825-3701. It is illegal to operate a bicycle while under the influence of alcohol or drugs. It is illegal to operate a bicycle while under the influence of alcohol or drugs. It is illegal to operate a bicycle while under the influence of alcohol or drugs.

Always remember to give pedestrians the right of way.

Los Angeles area are available at the UCLA Transportation Services lobby, located in the Strathmore Building at 555 Westwood Plaza. BikeMap.com will generate bicycle routes for you, based on your skill level and riding preferences. For further questions, email bike-info@ts.ucla.edu.

![Bicycle Map](Image)

**Bicycle Rules UCLA Campus**

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

**Bicycle Map**

Los Angeles area are available at the UCLA Transportation Services lobby, located in the Strathmore Building at 555 Westwood Plaza. BikeMap.com will generate bicycle routes for you, based on your skill level and riding preferences. For further questions, email bike-info@ts.ucla.edu.

**Figure 3.6.1 - Bicycle Safety Brochure**

There are more than 1000 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 locks are the best way to secure your bike. Lockers are available at an on-demand basis.

**Resources**

- UCLA Bicycle Program [http://www.bicycletech.ucla.edu](http://www.bicycletech.ucla.edu)
- UCLA Bicycle Advocacy Committee [http://www.studentgroups.ucla.edu/bicycles](http://www.studentgroups.ucla.edu/bicycles)
- UCLA Community Bicycle Center [bikeshop@ucla.edu](http://bikeshop@ucla.edu)
- UCLA Cycling Team [http://www.studentgroups.ucla.edu/cycling](http://www.studentgroups.ucla.edu/cycling)
- UCLA Police Department [601 Westwood Plaza (310) 825-3701](http://www.studentgroups.ucla.edu/cycling)
- UCLA Transportation Services [Bike Impoundment Strathmore Building (Citation Review Office) 555 Westwood Plaza (310) 825-3701](http://www.studentgroups.ucla.edu/cycling)
- For more information about the "Commuter Passport," please visit the John Wooden Center or call (310)825-3701.

**Other Resources**

- Bicycle Kitchen (Bici Cocina) [http://www.bicycletech.com](http://www.bicycletech.com)
- Bike Out! Santa Monica [http://www.bikeout.org](http://www.bikeout.org)
- California Bicycle Coalition [http://www.ca.bike.org](http://www.ca.bike.org)
- LADOT Bike Program [http://www.bicycles.org](http://www.bicycles.org)
- Los Angeles County Bicycle Coalition [http://www.ladotbikes.org](http://www.ladotbikes.org)

**Bike to UCLA**

**Bike Lockers Program**

You can get updates about UCLA’s bike lockers at our website: [www.bicycle.parkingnetwork.com](http://www.bicycle.parkingnetwork.com). Before using the locks you must become a member of the UCLA Bicycle Locker Program. You can register at [www.bicycle.parkingnetwork.com](http://www.bicycle.parkingnetwork.com).

**Locate an available locker and call 1-888-310-PARK(7275) to reserve.**

**Get Combination**

Enter the 5 digit locker number (location code) on your cell phone to receive a combination code. Type in the 5 digit combination code onto the keypad at the control box to open locker door.

**b)**

**Bicycle Parking**

There are more than 1000 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 locks are the best way to secure your bike. Lockers are available at an on-demand basis.

**UCLA's 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 located 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 bikeinfo@ts.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

LOCK YOUR BIKE

TRAFFIC BE PREDICTABLE BE ALERT EQUIPMENT

- Place the frame and the front wheel of a bike if it is not in a rack or cage with a lock.
- Use a chain to wrap around both wheels, the frame, and the seat post, and secure it with a U-shaped lock.
- Use a metal cable to prevent your bike from being moved.

- Clear traffic signs and signals.
- Observe stop signs and yield signs.
- Use mirrors and check your blind spots.
- Watch for the door zone, which is a hazard to bikers.
- Ride in the middle of the traffic lane when possible.
- If you plan to stop, use your brakes and slow down.
- If you plan to turn, use your mirrors and check your blind spots.
- Ride with traffic.
- Do not ride against traffic.
- Use turn signals when turning right.
- Do not ride under the influence.
- Use only one e-bike lane and observe all e-bike traffic rules.
- Use only one e-bike lane and observe all e-bike traffic rules.
- Use only one e-bike lane and observe all e-bike traffic rules.
- Use only one e-bike lane and observe all e-bike traffic rules.

- Be visible.
- Use lights and reflectors on your bike.
- Wear a helmet.
- Wear a safety vest.
- Use a bright red or orange safety vest.
- Use a bright red or orange safety vest.
- Use a bright red or orange safety vest.

- OTHER USEFUL TIPS:
- Park in a parking lot.
- Don’t leave your bike unattended.
- Remember to lock your bike to a bike rack or a bike stand.
- Remember to lock your bike to a bike rack or a bike stand.
- Remember to lock your bike to a bike rack or a bike stand.
- Remember to lock your bike to a bike rack or a bike stand.
- Remember to lock your bike to a bike rack or a bike stand.

UCLA BIKE LOCKERS

There are a variety of bike types available for students and faculty on campus. Bike Lockers and Bicycle Parking Network Lockers.

Bike Lockers are located at the Kuschel Building, in Parking Lot 5.
-Locker size: 10-20 square feet.
-Two sets of keys are required.
-Pickup and return are made at the bike parking lot 5.

Bicycle Parking Network Lockers are located at the Kuschel Building, in Parking Lot 5.
- Locker size: 10-20 square feet.
- Two sets of keys are required.
- Pickup and return are made at the bike parking lot 5.

Bike Repair Stand

- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
- No bike repair stand is available on campus.

BICYCLE PARKING MAP

BICYCLE POCKET GUIDE

UCLA BIKE SHOP

The UCLA Bike Shop provides bike rentals and provides repair services for all types of bikes. They also offer safety gear, bike locks, and other bike accessories.

REPAIR STAND

UCB has free 8-ounce repair stand to repair bikes.
- No repair stand is available on campus.
- No repair stand is available on campus.
- No repair stand is available on campus.
- No repair stand is available on campus.
- No repair stand is available on campus.

Bike Repair Stand

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BIKE POCKET GUIDE

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- No repair stand is available on campus.

UCLA BIKE HUB

There are a variety of bike types available for students and faculty on campus. Bike Lockers and Bicycle Parking Network Lockers.

Bike Lockers are located at the Kuschel Building, in Parking Lot 5.
- Locker size: 10-20 square feet.
- Two sets of keys are required.
- Pickup and return are made at the bike parking lot 5.

Bicycle Parking Network Lockers are located at the Kuschel Building, in Parking Lot 5.
- Locker size: 10-20 square feet.
- Two sets of keys are required.
- Pickup and return are made at the bike parking lot 5.

Bike Repair Stand

- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
- No bike repair stand is available on campus.

BICYCLE PARKING MAP

BICYCLE POCKET GUIDE

UCB has free 8-ounce repair stand to repair bikes.
- No repair stand is available on campus.
- No repair stand is available on campus.
- No repair stand is available on campus.
- No repair stand is available on campus.
- No repair stand is available on campus.

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- No bike repair stand is available on campus.
- No bike repair stand is available on campus.
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.
• **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.

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**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.

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**FIGURE 3.6.4 – BICYCLE THEFTS AT UCLA**

![Bike Thefts at UCLA](image-url)
3.7 BICYCLE MARKETING

3.7.1 Create Marketing Tools

STATUS:

Ongoing

COMMENTS:

• In 2012, UCLA Transportation adopted the ‘Bike UCLA’ logo as the official brand of the UCLA Bicycle Program.

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.
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
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.