**Slide 1**

[Thank your audience for coming and introduce yourself.]

Introduce yourself.

The Bicycle Friendly University program is a program of the League of American Bicyclists and I am here to tell you about this excellent program and assist you in using it to:

-Assess the quality of bicycling options for students, staff and visitors

-Improve quality of life and sustainability for the campus and larger community

* Improve traffic congestion and safety
* Prioritize and improve the effectiveness of transportation investments

-Receive recognition for bicycle-friendly initiatives your college or university makes

-Build a more bicycle-friendly university through step by step guidelines and assistance.

**Slide 2**

The League was founded in 1880 and had big wins early to get the first paved roads for bicyclists. Today, the League continues to make biking better. Its mission is to promote bicycling for fun, fitness, and transportation through advocacy and education to build a bicycle-friendly America.

**Slide 3**

The Bicycle Friendly America program is a key component of the League. It provides a roadmap to transform states, communities, businesses and universities. The free online applications, resource libraries and hands-on assistance from program staff offer guidance in building truly bicycle-friendly places.

**Slide 4**

It is important to say that all of this is not a special interest. Creating more opportunities for bicycling is a simple solution to many of the challenges we face as a nation – from improving personal and environmental health, to building vibrant and robust local economies. It makes a lot of sense to build bicycle-friendly campuses as well – from reducing the costs of parking, congestion, transportation and healthcare to improving sustainability and overall campus quality of life.Bicycle Friendly Universities are on the lists of the top colleges and universities to study. These are the types of campuses students and staff are drawn to.

**Slide 5**

Duke University has used the program as a tool to creating a more safe and accessible campus for bikes and is saving money at the same time! After receiving feedback with their first honorable mention, transportation staff went out and accessed every roadway in the campus and determined which would get bike lanes and shared lane markings.

“Being able to say to the university, ‘For less than the cost of one deck-parking space, we were able to make all of the roads on campus more bicycle friendly’ was huge.” - Brian Williams, Duke University (Bronze)

**Slide 6**

The League has run a BFU program since 2011

It is based on a free online application that can be submitted for review twice a year. The program has four award levels from Bronze through Platinum

At its core the BFU program provides recognition and a roadmap for building strong campuses for cycling.

**Slide 7**

The free, online application form asks a series of about a dozen questions in each of five major areas of bicycle policy and programs. The application provides a menu of options for any college or university to better welcome and accommodate bicycling. Institutions are encouraged to provide the most comprehensive approach to making bicycling a more comfortable and convenient option for students, faculty and staff. To reach the higher levels of BFU designation, applicants must score well across all five areas.

The five E’s are:

1. Engineering: Physical infrastructure and hardware to support cycling

2. Education: Programs that ensure the safety, comfort and convenience of cyclists and fellow road users

3. Encouragement: Incentives, promotions and opportunities that inspire and enable people to ride

4. Enforcement: Equitable laws and programs that ensure motorists and cyclists are held accountable

5. Evaluation: Processes that demonstrate a commitment to measuring results and planning for the future

**Slide 8**

The League has received 85 applications and designated over 44 BFUs in 25 states.

After a college or university submits the application and sends any appropriate supporting literature, the application is reviewed three ways:

1. League staff review the applications internally
2. An external reviewer is asked to score each application, and
3. Local cyclists – League members, staff, students, LCIs, shop owners, advocacy group leaders, club leaders etc., are asked to comment on the application and provide their perspective on the bicycle-friendliness of the community.

This last stage of the review is important to us, and local reviewers have definitely had an impact on many of the awards – or lack of awards.

**Slide 9**

Over and over, we hear how useful the program is for coordination, benchmarking and giving the deserved recognition to all of the people – administration, students, faculty, staff and advocates– for building a great bicycle-friendly university.

**Slide 10**

The first step in the process is usually visiting bikeleague.org/university and checking out what BFUs are doing, review the online resource library and application and use the quick BFU Scorecard to do a quick assessment of your campus.

Your local advocacy group and bike clubs should be brought into the discussion of applying and of course, working to build a stronger bicycle-friendly university.

**Slide 11**

The League’s online resources include best practices and success stories from colleges and universities of all shapes and sizes from every region of the country. The League’s Bicycle Friendly America program staff are available to answer your questions and help you through the process.

**Slide 12**

Biking is fun, liberating and good for you and your college or university. Building a bicycle-friendly university is not rocket science. It is being done in small colleges and big universities alike with the same great results – happy people and vibrant campuses.

**Slide 13**

Thank you very much. Questions?