



University of Wisconsin–Madison
**Bicycle Friendly
University 2023**

Prepared by UW–Madison Transportation Services



WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

Introduction

The University of Wisconsin-Madison has a long history of encouraging bicycle transportation. Most recommendations called for in the 2015 Campus Master Plan are strategies designed to make travel without a motor vehicle safer and more convenient.

Since receiving our Platinum Bike University status in 2019, we have added approximately 3,000 more bike parking spaces to our inventory, bringing the total to 16,540 spaces. (For sake of comparison, the UW-Madison campus currently has 13,500 car parking spaces.)

Out of a total of 18 centerline miles of roads in the campus planning area, there are five miles of off-street bike paths, more than five miles of on-street bike lanes, including a mile of protected bike lanes, and a mile and a half of what the Dutch would call a *woonerf* - a street without conventional curbs that prioritizes bikes and pedestrians over motor vehicles - along East Campus Mall.



Bike parking and pedestrians on East Campus Mall



Biking in extreme Wisconsin winters along Howard Temin Lakeshore Path

The Howard Temin Lakeshore Path and Library Mall are so inviting that they not only serve as thoroughfares for cyclists, but they are destinations in and of themselves!

Our 2023 biennial Transportation Survey shows 14% of students and 17% of UW faculty and staff use a bicycle as their primary mode of transportation in good weather. Even in bad weather - which can be extreme with Wisconsin winters, 3% of students and 3% of faculty and staff ride bikes on campus, putting our mode share on our worst days higher than most other places in North America on their best days. The results of this survey help us improve accommodations for all modes, but especially active transportation. Approximately 60,000 people come to or travel through campus every day, and about 1 in 4 is on a bicycle.

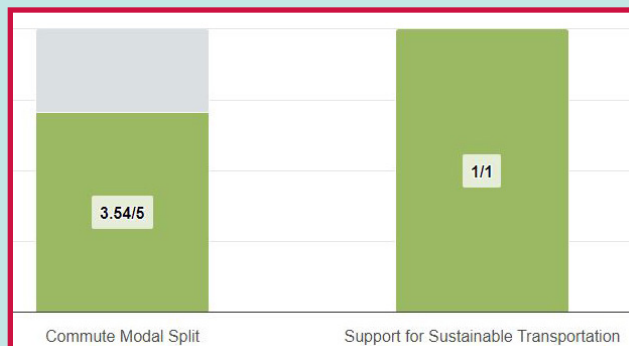
And improvements are happening all the time.

UW-Madison looks forward to reinstating our Bicycle Friendly University Platinum status and appreciates the League of American Bicyclists' review of our renewal application. ●

Program Updates

In 2019, the University of Wisconsin-Madison was recognized as a Platinum Bicycle Friendly University. Major accomplishments since then include:

- » Received scores of 3.54/5 for commute mode split and 5/5 for support for sustainable transportation in the 2022 STARS assessment measuring university sustainability performance.
- » Held an LCI and Traffic 101 class in 2022.
- » Hired a traffic engineer to review capital project plans for multi-modal accommodations.
- » Purchased multi-modal traffic counting software for use with intersection cameras.
- » Our bicycle educator, formerly in a contract role, is now a regular part-time staff member.
- » Created an inventory of all known bicycle and pedestrian infrastructure issues to prioritize in the annual budget.
- » Developed an annual pavement marking plan to review bicycle and pedestrian markings for changes or improvements during repainting.



In addition to our recent accomplishments, several new projects are in various stages of development:

- » Two new buildings on campus are being designed with indoor bike parking, and an existing building has been retrofitted to include indoor bike parking.
- » A large-scale study of supply and demand of bicycle parking begins Spring 2024. Results will help develop a 5-year bicycle parking expansion plan.
- » Completed design phase of the Limnology Bypass project. Currently studying viability of a southern bypass option for bicycles and pedestrians to navigate around a heavily-used section of Lakeshore Path.
- » Completed feasibility study for the extension of the Campus Drive Bike Path to Babcock Hall, and are moving to the next detailed study stage for the preferred path option.
- » Held stakeholder meetings to discuss extending Campus Drive Bike Path from Babcock Hall to join the Southwest Bike Path. The proposed extension would connect our planned terminus of the Campus Drive Path at Babcock Drive behind Babcock Hall to the Southwest Bike Path.
- » The Vice Chancellor for Finance and Administration is leading a study on lighting and paving the Lakeshore Path. Further studies will review lighting on other campus paths.
- » Met with City of Madison to request cycling improvements to University Avenue. The city declined to change configuration until the next reconstruction project in 20-30 years.

Photo (above): Our bicycle educator is now a regular staff member. Chart (left): UW-Madison scores for mode split and sustainable transportation support from the 2022 STARS report. More information at sustainability.wisc.edu.

BFU Recommendations



Riding along Lakeshore Path in the spring.

Along with our 2019 award, the League provided recommendations to help us continue improving our bicycle program. This section explains how the university responded to that feedback since 2019.

Engineering

BFU: Work with the the city to increase bicycle network connectivity and protection through the use of different types of bike lanes, cycle tracks, and other dedicated bike facilities on city-owned streets that run through campus.

UW-Madison: The university met with the city in spring 2023 to discuss improvements to University Ave to include protected bicycle lanes in both directions (currently only protected eastbound). The city, which has jurisdiction over this road, does not plan to reconstruct the road

for another 20-30 years and stated that they are not willing or able to make the requested changes in the meantime.

BFU: If applicable, expand your bike parking ordinance/ policy to include all parking garages, in addition to new and existing buildings.

UW-Madison: All new parking garages require a review of the need and opportunities for bicycle parking in the structure.

BFU: Revisit campus policies that currently prohibit bicycles in most campus buildings. While such policies can be reasonable in many cases, it is worth considering if some buildings on campus should permit bicycles inside to accommodate bike storage where safe and secure bike parking is otherwise limited.

UW-Madison: There is no campus policy prohibiting bicycles in buildings. Bicycles are allowed in designated areas with approval of the building manager.

BFU: Increase the amount of high-quality bicycle parking on campus to meet growing demand.

UW-Madison: We are undertaking a bicycle supply/demand study in 2024 that will inform a new five-year bicycle parking increase plan.

BFU: Develop an engineering policy or guidance document ensuring that non-residential buildings on campus have end-of-trip facilities such as lockers so that bike commuters have a place to safely store their belongings.

UW-Madison: All new buildings on campus are required to include showers and changing rooms for bicycle commuters.

BFU: If locker rooms are available in non-residential campus buildings, make sure that access to these lockers are offered as a benefit for bike commuters, not as an additional cost to students and employees who use sustainable, active transportation to travel to and from campus.

UW-Madison: Two new buildings on campus are being designed with an indoor bicycle parking room and one existing building has been retrofitted with such a room. There is currently no plan to charge fees for use of these rooms. All showers and changing rooms are free of charge, except recreational facilities that require membership to get in.

BFU: It's great that all of your campus transit vehicles are equipped with bike racks to accommodate transporting bikes. Provide education on using transit bike racks.

UW-Madison: Our transit partner provides guidance for using bike racks on buses at mymetrobus.com. We also have printed handouts showing how to use the racks.

BFU: Work with Madison to increase and improve connectivity of the on-road bicycle network on and around your campus. Ensure that your campus and community follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.

UW-Madison: We held a meeting with the City of Madison in spring 2023 to discuss improvements to facilities on University Avenue. We are also in the process of launching a feasibility study to extend the Campus Drive Bicycle Path to meet the Southwest Bike Path and will be

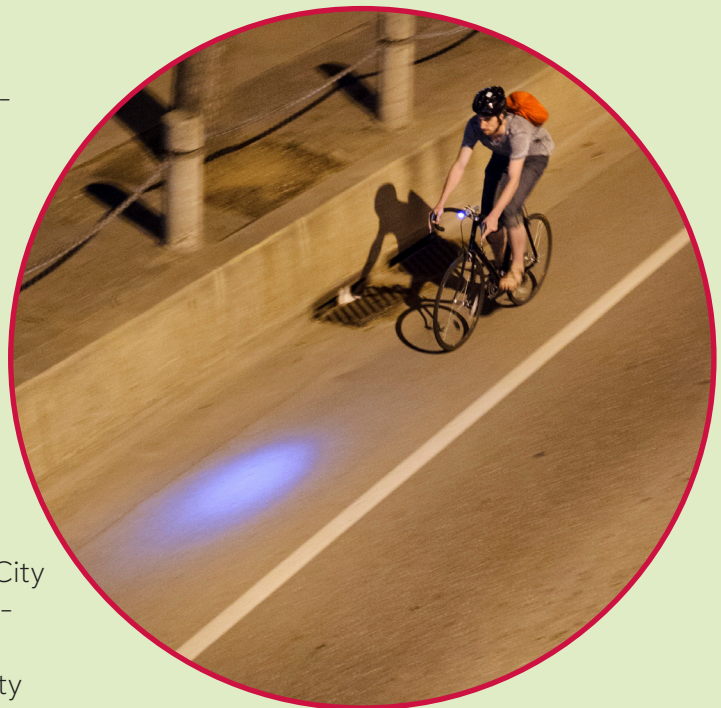
working with the city throughout that project.

BFU: Your application indicated that your campus has less than one mile of protected/buffered bike lanes or cycle tracks. Consider increasing cyclist safety by adding protected bike lanes or cycle tracks to your campus.

UW-Madison: Most streets through campus do not have enough traffic to require protected bicycle lanes, and we do not have available road cross-sections to add them (already only two-lane roads). There are two major bike paths that cross campus east to west, a path north-south, and a bike/ped mall north-south. Other than the city streets that run through campus, all roads on campus are low volume, low speed.

BFU: Institute campus-wide measures to calm vehicular traffic and increase the safety of cyclists and pedestrians.

UW-Madison: Other than the city streets that run through campus all roads on campus are



Riding through campus in a bicycle lane on N. Park St at night.

low volume and low speed. Implementing additional traffic calming would be a challenge.

BFU: Consider creating colored bike lanes on campus to boost cyclist visibility and improve safety, particularly in conflict areas such as intersections and near on-street car parking.

UW-Madison: We are already using colored pavement at conflict points or major road crossings and we do not feel it is appropriate to use elsewhere due to the potential to reduce its effectiveness in areas where it is calling out dangerous potential conflicts.

BFU: Place wayfinding signage at strategic locations around campus. By helping bicyclists more easily and conveniently navigate your campus, you will help them to focus on riding more safely and predictably, for the benefit and safety of everyone.

UW-Madison: The campus has two large scale bicycle/pedestrian maps located on either end of campus.

BFU: Develop a mechanism that will more easily allow cyclists to report hazards to traffic engineers and planners, such as a mobile phone app or online reporting tool.

UW-Madison: We have a reporting tool at transportation.wisc.edu/bicycling/#feedback.

BFU: Ensure that all shared-use paths have



Virtual bike classes were held during 2021 and the recordings are now posted online.

adequate lighting.

UW-Madison: We are developing a shared use path lighting study

Education & Encouragement

BFU: Great work offering frequent maintenance classes on campus. Ensure your classes reach the maximum audience possible by regularly promoting and advertising this opportunity.

UW-Madison: We promote our classes on posters on every bus shelter on campus, on the university event calendar, in a monthly email blast, and on the Transportation Services social media accounts.

BFU: Launch a bicycle ambassador program to expand education and encouragement efforts.

UW-Madison: The university had a bicycle ambassador program in the early 2000s and found it ineffective. Instead, we hire students to staff our bicycle resource center. In the current labor market it would be difficult to staff a bicycle ambassador program even if one were

desired.

BFU: Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs qualified to teach roadway safety classes for bicyclists and motorists.

UW-Madison: The university hosted an LCI seminar in summer 2022.

BFU: Offer more frequent Smart Cycling and cycling skills and/or safety classes, as well as Bicycle Friendly driver classes for anyone who drives to campus.

UW-Madison: The university hosted a full Smart Cycling class in summer 2022 along with the Intro to Bike Traffic Skills and Biking Through Winter classes, both of which cover traffic skills.

BFU: Expand your bike share program to offer long-term bike loans of a semester or longer. Such a move would encourage dedicated ridership on campus or accommodate cyclists unable to bring a bike to campus.

UW-Madison: Madison's Red Bike program provides long-term bike loans for cyclists unable to bring a bike to campus.

BFU: Consider offering a fleet of cargo bikes for campus staff and student workers. Cargo bikes can be useful alternatives to vehicle fleets when workers need to make short trips on campus, and offers a healthy, sustainable, and economic alternative to driving.

UW-Madison: In 2022 we planned to test an electric cargo bike, but the manufacturer could not secure UL certification for the battery, motor, controller, or charger.

BFU: Consider offering bike repair services at your on-campus bike co-op or center as a po-

tential revenue stream to support the center and bicycling activities on campus.

UW-Madison: We purposely do not offer these services because we do not want to compete with local bike shops and take business away from them. Several shops are a block away from campus.

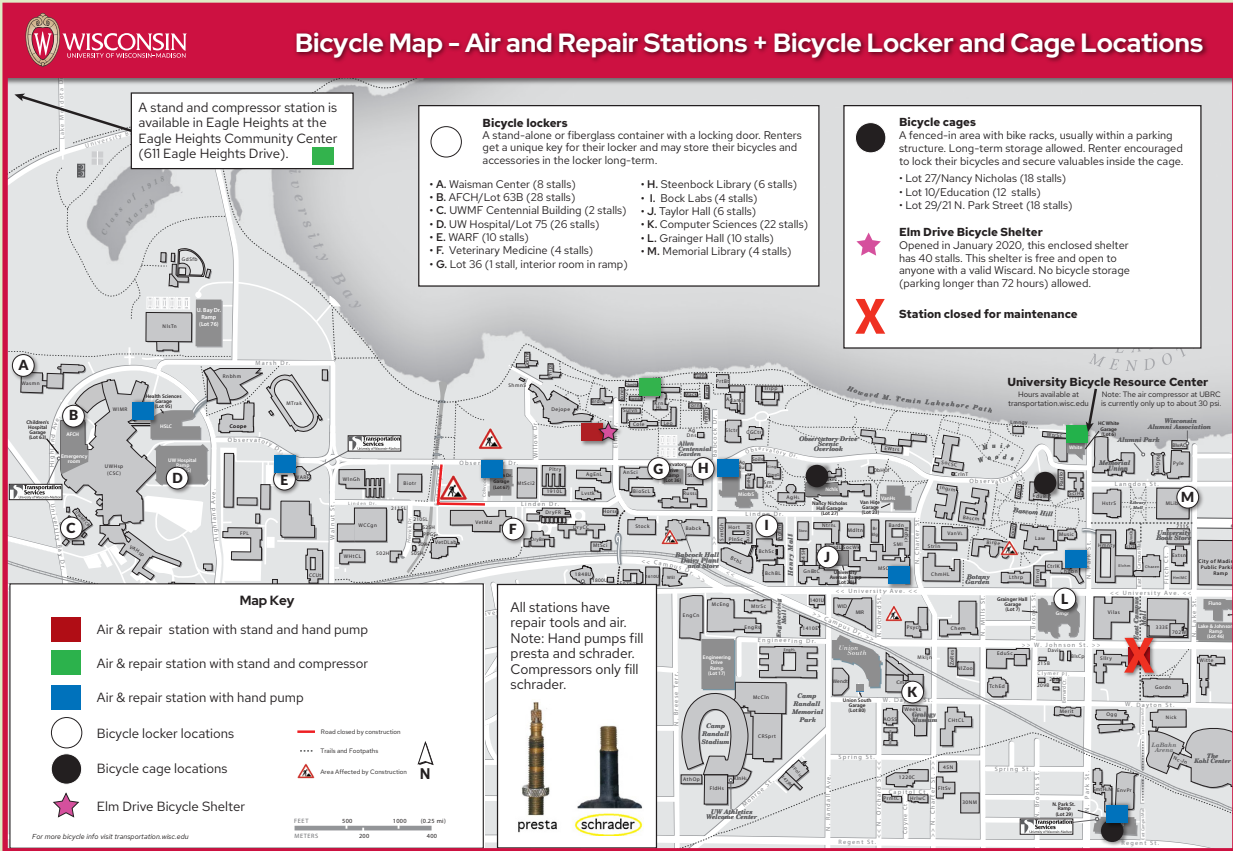
BFU: The campus bike center would be a perfect place to consider offering bike valet services from. Such a service could also act as an employment or volunteer opportunity for students, and potentially as a revenue source to help support the center.

UW-Madison: We offer bike valet service at UW Badger football games. Funding for the University Bicycle Resource Center is already secure, and is paid for by revenue from annual parking permit sales.

BFU: Expand your bike co-op or center's mission to include the distribution or sale of bicycle



Bike valet service at UW Badgers football games, in partnership with Wisconsin Bike Fed.



Transportation Services maintains an air-and-repair and bike facilities map.
Next page: a cyclist rides down Park Street on the UW-Madison campus.

equipment such as helmets, locks, and/or lights.

UW-Madison: We purposely do not offer these services because we do not want to take business away from local bike shops. Several shops are a block away from campus.

BFU: Start a free helmet giveaway or subsidy program, or partner with a local bike shop to offer students coupons or discounts on helmets.

UW-Madison: The University of Wisconsin Hospital offers CPSC certified helmets for as little as \$10, and partner with local stores to provide discounts on helmets.

BFU: Develop an interactive online bike map to increase accessibility of this valuable tool to your university community.

UW-Madison: The City of Madison has an interactive bicycle map that covers campus. In 2023, Transportation Services hired a GIS mapping specialist who will begin creating custom bicycle map content for the university in the future.

BFU: Include bike parking in your online map. Be sure to update listings when new bike parking is added or if bike parking is made temporarily unavailable due to construction or other reasons. Include a reporting system so that bicyclists have a way to inform map managers if the information is inaccurate or in need of updates.

UW-Madison: Every building on campus has bicycle parking, so we have not published a map in the past, however we are in the process of updating our internal map and will consider making it more broadly available.

BFU: Add bicycle amenities such as bike lanes, bike parking, nearby bike shops, and fix-it stations on your printed map.

UW-Madison: We use the city of Madison printed map, which already includes most of these amenities. We also have an “air-and-repair” station map that shows locations of fix-it stations on campus.

BFU: In addition to campus bike maps, develop an online route-finding service for student and staff cyclists interested in journeying further off campus.

UW-Madison: We provide a customer route planning service at transportation.wisc.edu/commuter-solutions/route-planning-form/.

Enforcement

BFU: The Law Enforcement Bicycle Association offers bicycle-related training that you can offer for your campus police or security officers.

UW-Madison: The campus police (UWPD) already take advantage of this.

BFU: Develop penalties for motorists who fail to yield to a bicyclist when turning.

UW-Madison: Wisconsin state law has penalties for motorists who fail to yield to cyclists when turning.

Evaluation & Planning

BFU: Create a dedicated Bicycle Advisory Committee (BAC) or bike-specific subcommittee within the Campus Transportation Committee to more specifically focus on and support bicycle initiatives on campus.

UW-Madison: Bicycle/pedestrian issues are addressed with all other modes at our Campus Transportation Committee. We have specifically chosen not to create a subcommittee because we want these issues to be integrated into campus transportation planning and not relegated



as something separate. We feel this is a more progressive approach.

BFU: Consider creating a comprehensive bicycle-specific master plan. Ensure that the plan serves as a guide for the long-term physical and programmatic vision for your campus. Focus on developing/completing a seamless cycling network that emphasizes and creates short distances between residential buildings and popular destinations such as classroom buildings, cafeterias, recreational facilities and transit stops. Complement infrastructure planning with encouragement, education, and enforcement programs to increase usage. Develop a clear vision statement and set ambitious but attainable targets.

UW-Madison: Bicycle infrastructure is part of the existing campus master plan. That said, Transportation Services is in the process of developing a bicycle/pedestrian project prioritization list for inclusion in future plans.


BFU: Begin conducting periodic manual counts, and consider participating in the National Bicycle and Pedestrian Documentation Project.

UW-Madison: We already have path counters and recently implemented intersection multi-modal counting cameras.

BFU: Conducting periodic bike rack counts is an easy way to estimate bicycle usage on campus, and allows you to inventory and assess the quality and quantity of available bike parking.

UW-Madison: We will be doing a full campus bicycle parking use count in spring 2024.

BFU: Conduct an environmental impact study on bicycling within your campus to gauge and further promote sustainability efforts.

UW-Madison: The UW-Madison Office of Sustainability completes a STARS report which includes assessment of multi-modal commutes and support for active transportation. 



Cyclists riding along Lakeshore Path in the fall.

