

I. Introduction

In 2011 the City of Conway was officially designated a Bicycle-Friendly Community by the League of American Bicyclists. That designation was renewed in 2015 at the bronze level. In 2016 Hendrix College in Conway was designated a Bicycle-Friendly University by the League of American Bicyclists. Given these developments, and that UCA has an increasing amount of bike traffic on campus, an active bike share program in the HPER center, houses a community-wide bike share and repair facility, and is working with the city to fund a bicycle/pedestrian bridge, we believe it is time for UCA to submit an application for Bicycle-Friendly University status. Achieving such a designation will benefit UCA as a high quality and progressive institution of higher education, attractive to faculty, staff and students.

We have organized our plan around the five Es, (engineering, education, encouragement, enforcement, and evaluation) as used by the League of American Bicyclists, see www.bikeleague.org.

II. Current Conditions

A. Engineering and Infrastructure

The UCA campus occupies a large part of south central Conway with a campus of 380 acres and a student population over 11,000. The campus is easily accessible by bicycle from the north, east, and west, with access from the south to be considerably improved with the addition of the bicycle and pedestrian bridge over Dave Ward drive on the south side. This bridge will connect to the city's paved trail to UCA's paved trail to campus. Farris road on the west side of campus has bike lanes. Donaghey Ave on the east side of campus does not yet have bike lanes on the portion of the street in front of UCA, but traffic is slowed by pedestrian cross walks and the new Donaghey Hall complex. Bruce street (an interior city street on the near north side of campus) has numerous cross walks and is a popular bike route across the city from the Kinley creek paved trail to the downtown. College Ave. on the north side of campus is in need of better bicycle accommodations.

The campus has about 3 miles of internal roadways excluding city-owned streets surrounding the campus, but including the paved bike/walk path from Dave Ward Dr. to Reynolds Performance Hall (2575 ft). UCA has bicycle racks to accommodate over 1600 bicycles. The UCA Physical Plant adheres to a complete streets policy, see Appendix A below.

UCA has committed \$300,000 toward the design and installation of a bicycle/pedestrian bridge over Dave Ward drive, a major arterial for traffic on the south side of campus.

B. Education

UCA's Campus Outdoor Pursuits and Activities (COPA) offers basic bike riding/safety classes for faculty, staff and students, with at least two classes a semester. UCA's new student-run bike club also offers education for cyclists who join their regular group rides.

Local League of American Bicyclists (LAB) Instructors, Peter Mehl and Jim Bruce (with Conway Advocates for Bicycling, CAB), offer a one day Traffic Skills 101 course on UCA's campus at least twice a year.

C. Encouragement

UCA's Campus Outdoor Pursuits and Activities (COPA) office offers three types of bicycles for faculty, staff and students to check out: Touring (17 bikes), Mountain (16) and Cruiser (33). These bicycles are heavily used.

Lesser known is the UCA supported community-wide Bike Share and Repair facility, (2329 College Ave.). This facility is staffed by CAB volunteers but is housed in a garage owned by UCA. It primarily serves Conway's disadvantaged population. Volunteers staff it and offer repairs free of charge (donations are requested for needed parts) and the operation provides refurbished bicycles to those who request one.

A new student-run UCA Bike club began in spring 2017. The UCA Cycling Club promotes cycling throughout the student and faculty body by hosting biweekly group rides. Meetings are held on campus on the HPER Recreational Center grounds. Basic riding skills and tips are discussed at the meetings prior to the group rides. Safety of riders is a top priority and techniques for safe riding on trails and roads are presented thoroughly. Basic bike maintenance may also be discussed. The club offers both mountain bike and road routes for group rides. The club accommodates a diversity of cyclists by riding both local mountain bike and road routes. The club also participates in volunteer trail work and helps with local cycling events/races. The club encourages UCA students and faculty to discover a fun and healthy lifestyle through cycling. See Facebook page: <https://www.facebook.com/groups/ucacyclingclub/>

D. Enforcement

The UCA Police Department employs 28 full-time, state-certified police officers and is the law enforcement agency with primary jurisdiction for the University and all UCA owned or controlled properties. One of the department's most important community policing tools is the use of bicycles for routine patrols, crime prevention, and enforcement. In the spring the UCA Police Department appointed an officer to be the point of contact for bicycling related issues on campus.

E. Evaluation and Planning

UCA's Bicycle Advisory committee was formed in fall 2016 and is composed of individuals from all campus constituents. See below for members. The committee is responsible for the bicycle master plan for UCA, and works with exercise and sport science classes to evaluate bicycling on campus.

III. Goals for 2017-2018

A. Institutionalize bicycling at UCA by forming a permanent advisory committee, creating a site on the UCA website, and creating/establishing a Bicycle Master Plan for UCA.

B. Establish a bicycle network on campus, with appropriate signage to advise bicyclists of routes around campus, and areas off-limits to cyclists. Create and promote a network map.

C. Establish and support an official student-run bicycle club.

D. Increase opportunities for bicycle education and safety through COPA.

E. Evaluate bicycle activities on campus to get a baseline measure.

F. Increase training for UCA PD officers on bicycle-related matters.

IV. Long-term (5 year) Goals

A. Engineering:

1) Improve bicycle access to and from the main university campus.

2) Improve on-campus bike network by widening selected sidewalks to accommodate bikers and walkers.

3) Provide long-term covered bike parking on campus.

B. Education:

1) Expand bike safety instruction on campus through COPA and through disseminating information to all students, faculty and staff.

C. Encouragement:

1) Expand COPA bicycle services, and develop other strategies that will encourage more bicycling.

2) Promote awareness of cycling commute options for the campus.

D. Enforcement

1) Annual bicycle safety campaigns by UCA PD.

E. Evaluation and Planning:

1) Expand survey and data collection efforts.

V. Implementation

Long-term Goal for Engineering

1) Improve access to and from the main university campus.

a) Complete the Dave Ward Drive pedestrian and bicycle bridge.

b) Focus on Donaghey Avenue and College Avenue when improving safety for bicyclists and access to campus.

2) Improve on-campus network by widening selected sidewalks to accommodate bikers and walkers.

a) Develop means to reduce conflicts between bicycle, pedestrian and car traffic, such as designated bike routes and high pedestrian traffic areas where bikes must be walked.

b) Widen select sidewalks on campus to become multi-use paved bike/walk trails.

3) Provide long-term covered bike parking on campus.

a) Find location suitable for UCA's first covered bike parking; build covered parking.

Long-term Goal for Education

1) Increase strategies to educate all students (as well as faculty and staff) about bicycles and safe bike driving.

a) Offer more bike safety classes through COPA

b) Increase opportunities to take Traffic Skills 101 on campus.

c) Create and deliver information about safe bicycling to all students, faculty and staff.

Long-term Goals for Encouragement

- 1) Expand COPA bicycle services, and develop other strategies that will encourage more bicycling.
 - a) Increase the amount of bicycles available for check out from the COPA
 - b) Expand student-run bicycle club.
 - c) Establish mutually beneficial partnerships with local bike shops, The Ride and the Trek Bike shop.
 - d) Expand bicycling activities through UCA Be Well programing.
- 2) Promote awareness of cycling commute options for the campus.
 - a) Utilize the UCA parking/security fee to serve the needs of cyclists, such as providing bike lockers. This will serve as an incentive to get more students to use a bike and leave the car at home.
 - b) Publish maps of routes for bicycle commuters.

Long-term Goal for Enforcement

- 1) Bicycle Safety Campaigns
 - a) Officers on bicycles target bicyclists on campus with information about safe cycling during the months of September and April.

Long-term Goal for Evaluation and Planning

- 1) Expand survey and data collection efforts
 - a) Continue to work with UCA Exercise and Sport Science classes to build a data set that provides base-line knowledge to adequately assess our efforts and find areas for improvement.

Bicycle-Friendly UCA committee:

Peter Mehl, (committee chair), Interim Dean, College of Liberal Arts

Lisa Christman, University College

Jeremy Crabb, UCA PD

Ed Ellis, UCA Physical Plant

Kelley Erstine, Chief of Staff, President's Office

Anthony Fillippino, Assistant Director, Campus Outdoor Pursuits and Activities

Mike Gallagher, Associate Professor, Exercise Science

Students: Adam Larey (graduated 2017), Royer Ramirez, Hunter Scifres, Isaac Sims

APPENDIX A

University of Central Arkansas

Complete Streets Policy

Section 1. The University shall plan for, design and construct all new transportation improvement projects to provide appropriate accommodation for pedestrians, bicyclists, transit riders, motor vehicle operators, and persons of all abilities, while promoting safe operation for all users, as provided for below.

Section 2. The University will incorporate Complete Streets principles into the Master Street Plan, Pedestrian and Bicycle Master Plans and other programs as appropriate.

- (a) Bicycle and pedestrian ways shall be established in new construction and reconstruction projects unless one or more of the four conditions are met:
 - (1) Bicyclists and pedestrians are prohibited by law from using the roadway. In this instance, a greater effort may be necessary to accommodate bicyclists and pedestrians elsewhere within the right of way or within the same transportation corridor.
 - (2) The cost of establishing bikeways or walkways would be excessively disproportionate to the need or probable use. "Excessively disproportionate" is defined as exceeding twenty percent of the total cost of the transportation project.
 - (3) Where the street has severe topographic or natural resource constraints.

- (4) Where scarcity of population or other factors indicate an absence of need, to include future needs.
- (b) Sidewalks, shared use paths, street crossings, pedestrian signals, signs, street furniture, transit stops and facilities, and all connecting pathways shall be designed, constructed, operated and maintained so that all pedestrians, including people with disabilities can travel safely and independently.

Section 3. Except in unusual or extraordinary circumstances, Complete Streets principles will not apply:

- (a) To ordinary maintenance activities designed to keep assets in serviceable condition (e.g. mowing, cleaning, sweeping, spot repair and surface treatment such as chip seal or interim measures on detour or haul routes); or
- (b) Where other available means or factors indicate an absence of need, including future needs.

Section 4. Complete Streets may be achieved through single projects or incrementally through a series of smaller improvements or maintenance activities over time. All sources of transportation funding will be drawn upon to implement the Complete Streets Policy.

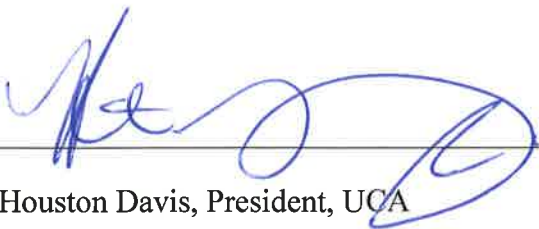
UCA Bicycle Master Plan approved July 2017.



Dr. Peter Mehl, Chair, UCA Bicycle-friendly committee.

8/3/17

Date



Dr. Houston Davis, President, UCA

8/3/17

Date