Dear Campus Leader: It seems to me--and a number of other people with whom I have spoken--that the students this year are even worse than usual when it comes to their movement around campus. They wander down the middle of the road even when there's a sidewalk. They step in front of cars when they're only a few feet away from a cross walk. They meander, talk on their phones, and generally obstruct traffic. They start out using a cross walk and wind up halfway down the block, strolling nonchalantly, before they reach the other side of the road. They're driving us crazy.

How about a pedestrian safety campaign? It could have two simple messages: "sidewalks are for people, roads (including in parking lots) are for cars" and "the shortest distance between two points is via the crosswalk." Or something like that.

But we're going to have a serious accident if these students don't remember that cars are bigger than them, and that the minimal rules do apply to them. I know we can't reach them all, but it seems important to try to reach some of them."

Sincerely, Concerned Campus Constituent
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Actual citizen complaint letter....

“A walk across the Boulder campus deserves hazardous duty pay! The exponential increase in the bike and skateboard populations, ridden by Lance Armstrong or X-game wannabees makes every step a challenge. We used to have dismount zones that were, for some years, actually enforced. Must we wait for a serious injury to reactivate the dismount zone system?

The social environment on campus has long since lost any sense of community or sociability. Some of this has been unavoidable because of personal security concerns: almost no one looks at another person, eyes averted, looking down or to the side. With the more recent addiction to electronic gizmos, the scene becomes almost totally impersonal, practically mechanical. It is not a friendly environment.

We cannot return to the environment of a smaller university, to days when security was not much of an issue. We probably cannot overcome the addiction to electronic gizmos, tho' their popularity may fade. We can, however, urge common courtesy and a concern for the safety of others on our campus population. Counseling and mentoring programs abound on campus. Could that not include guidelines towards courteous, responsible behavior on campus?”
1.0 INTRODUCTION

Late in 2006, the Vice Chancellor for Administration (VCA) at the University of Colorado at Boulder (CU-Boulder) directed the Executive Director/Chief of Police of the Department of Public Safety to consider improvements to the campus pedestrian safety environment. This initiative was based on anecdotal information received by multiple organizations and relayed to the VCA about general safety conditions on campus, current accident information, and an acknowledgement that CU-Boulder’s long-range master plan and anticipated land use and growth patterns would result in far more pedestrians on campus than could safely move about without changes in the way all modes of travel are accommodated.

CHARGE

The campus is committed to improving all aspects of pedestrian, vehicular, bicycle and skateboard safety. The committee shall advise the Chancellor, Vice Chancellor for Administration and other campus leaders on options for improving intermodal conflicts ultimately leading to a safer community for pedestrians, motorists, bicyclists and skateboarders. The committee shall draft a report with recommendations including, but not limited to, development of long-term and short-term strategies. The committee will interface with students, faculty, staff, community groups, as well as city of Boulder transportation representatives.

Activities

The committee shall meet on a regular basis to discuss and develop recommendations. These tasks include, but are not limited to, the following:

- Develop long-term pedestrian safety strategies.
- Review and confirm campus circulation patterns for the interest of enhancing all modes of transportation within the core campus.
- Evaluate specific roadways and intersections to recommend improvements.
- Recommend signage for pedestrian, vehicular and bicycle safety enhancement.
- Hear faculty, staff and student concerns with regard to improved pedestrian safety.
- Provide a representative (committee

Buff Bikes are loaned without charge to anyone with a campus ID. There are 60 such bikes on campus.
chair and/or an appointed individual) to attend the Chancellor’s Executive Committee meetings to report on findings and recommendations.

- Encourage and facilitate public education and awareness concerning transportation safety issues.

**SUMMARY OF COMMITTEE ACTIONS 2006-2009**

The Pedestrian Safety Committee began meeting in late 2006 in response to increasing complaints regarding unsafe conditions on campus sidewalks. Campus pathways were used heavily at all times of day by service and delivery vehicles; drivers of these vehicles parked on many paths precluding their full usage by travelers in all modes; bicycles and skateboards traveled at unreasonable rates of speed for the conditions; delineation of lane use was often ignored; and a general lack of civility existed on sidewalks and pathways throughout campus.

The committee was formed with representatives from UCPD, PTS, Facilities Operations, Planning, Design and Construction, and Distribution Services. Although several key positions within campus administration changed during the course of the committee's development of recommendations, the efforts of the committee continued to move forward and the initiative was well supported by the new administrators.

**Goals**
The committee’s goals were to raise awareness and change behaviors among pedestrians, cyclists, drivers and skateboarders. The committee met monthly and developed strategies under the broad categories of Education, Engineering and Enforcement.

**Accomplishments**

- Educational campaigns were launched in 2007, 2008 and 2009 aimed at raising awareness and changing behaviors. Media used included print (Colorado Daily), Buff Bulletins and e-memos, CU Connect, PTS internet site, CU bus advertising, student and new employee outreach, and Bike Station advertising.
- Engine Alley was made a fire lane and a new service vehicle parking hub was created at the west end to accommodate service vehicles in the area.
- Dismount zones were replaced by pedestrian safety zones. In those zones, a new regulation established the speed limit at 10 mph and reduced it to 5 mph during class changes.
- Two new violations were created for operating any vehicle in a careless and imprudent manner ($25) and for operating any vehicle with willful disregard for the safety of persons or property ($115).
- A violation was created for parking in a fire lane or building exit door ($115).
- Many group and individual meetings were held with campus project managers who work directly with contractors requiring sidewalk access and parking. Contractors are now held to a consistent standard.
- A meeting was held with delivery companies to enlist their compliance with new regulations especially those that applied to class changes. Vehicular traffic was reduced on sidewalks by issuance of 100 fewer permits in 2008 than in 2007.
- Targeted enforcement was begun in specific areas of campus and adjacent roads.
Initial efforts to tackle a difficult problem have resulted in some change, but more work needs to be done. The next phase of solving this difficult problem will require significant change and broad support from the greater university body.

- UCPD and Facilities Management worked together to redesign signage and the traffic pattern configuration around the closure area (Colorado Avenue).
- New student orientation presentations by PTS and UCPD include components on bicycle, skateboard and pedestrian safety on campus.
- A pedestrian overpass was constructed along Regent Drive that serves to reduce modal conflict and provide easy access to central campus from the Kittredge Loop area.
- UCPD, PTS, Facilities Management and others routinely consult to reduce modal conflicts associated with various construction projects and proposed improvements (such as the Broadway/Euclid underpass).
Excerpt from Boulder Transportation Advisory Board Letter....

“Members of the City Transportation Advisory Board (TAB) want to express our appreciation to you and your staff for recent observable progress in our mutual efforts to promote bicycle and pedestrian safety in Boulder and on the CU Campus.

Of special focus recently is the Broadway Multi-Use Path where campus and city users often converge to make this corridor a challenging safety issue. We want to thank you for the recent reduction of university service vehicles and vendor trucks that park on, or in risky proximity of this very busy mutli-use path.”
2.0 BACKGROUND - POLICIES AND PRACTICES OF PEER INSTITUTIONS

The issues CU-Boulder confronts in regard to conflicts among various modes of transportation are by no means unique to our campus. These same issues exist to some degree in virtually any university environment where multiple modes of transportation are utilized. Accordingly, any discussion of methods to reduce inter-modal conflict would not be complete without an examination of the manners used to address these issues by other universities.

The following section surveys the approaches used at a number of institutions similar in both enrollment and campus size to CU-Boulder. The majority of the peer institutions examined are also the flagship universities for their respective states. These institutions include the University of California at Davis, the University of California at Berkeley, the University of Georgia, the University of Kansas, Indiana University, the University of Michigan, the University of Oregon, Oregon State University, the University of Texas, and the University of Washington.

For each institution, the committee looked at whether the campus has a pedestrian area where cyclists and skateboarders must dismount from their vehicles; whether bicycles and skateboards are permitted on sidewalks; where some type of dismount zone is present; the penalty applied for those who do not dismount; whether bicycle registration is required in order to possess a bicycle on campus; and whether the city in which the institution is located has been ranked by the League of American Bicyclists (LAB) as a bicycle-friendly community. The last metric is included as a proxy for bicycle use in the local community and correspondingly, the individual campus.

Findings and trends from this analysis include the following:

- Nine out the ten universities examined are located in cities that received a ranking of ‘Bronze’ or better by the LAB.
- Of the ten universities examined, four have some type of pedestrian-only area in which bicyclists and skateboarders are required to dismount. These areas tend to be the areas with the heaviest pedestrian traffic, and often include quads or plazas. Three of those institutions have dismount policies in effect 24 hours per day, while one, the University of California at Berkeley, has a dismount policy in effect from 7:45 a.m. to 6:45
p.m.

- Of the six universities that do not have any type of pedestrian-only area, two prohibit riding bicycles and skateboards on sidewalks, and one institution prohibits riding on sidewalks where there is an adjacent street or bicycle path.
- Seven of the ten universities surveyed require bicycles to be registered, typically with the campus police department. Both of the institutions surveyed in the University of California system require riders to possess a California bicycle license.
- Enforcement in pedestrian-only areas at most of the institutions is conducted by the campus police department, and the penalty for a failure to dismount at each institution includes a citation. Fines associated with these citations ranged from $25 to $40.
- All of those institutions with pedestrian-only areas identify dismount areas with signs or other features, such as landscaping.

### Table 1. Peer University Approaches

<table>
<thead>
<tr>
<th>Institution</th>
<th>Enrollment</th>
<th>Campus Size (acres)</th>
<th>Dismount Zones in Core Campus</th>
<th>Dismount Enforcement Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Colorado at Boulder</td>
<td>29,709</td>
<td>600</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>University of Washington</td>
<td>42,098</td>
<td>693</td>
<td>Yes</td>
<td>Citation - $25 ticket</td>
</tr>
<tr>
<td>University of Oregon</td>
<td>20,376</td>
<td>295</td>
<td>Yes</td>
<td>Citation - $30 ticket¹</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>41,028</td>
<td>3,070 (core and periphery)</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>University of Texas</td>
<td>49,984</td>
<td>350</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Oregon State University</td>
<td>19,753</td>
<td>400</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td>University of California, Berkeley</td>
<td>35,409</td>
<td>178 (core); 1,232</td>
<td>Yes (8AM-6PM)</td>
<td>Citation</td>
</tr>
<tr>
<td>University of California, Davis</td>
<td>31,426</td>
<td>900 (core); 5,300 (total)</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>34,885</td>
<td>615</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>Indiana University</td>
<td>42,347</td>
<td>1,931</td>
<td>No</td>
<td>n/a</td>
</tr>
<tr>
<td>University of Kansas</td>
<td>26,999</td>
<td>1,000</td>
<td>No</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**Notes:**

1. Failure to yield to a pedestrian is a separate offense and results in a $40 ticket
<table>
<thead>
<tr>
<th>Institution</th>
<th>Bicycles Allowed on Sidewalks</th>
<th>Bicycle Registration Required</th>
<th>Skateboards Allowed on Sidewalks or Streets</th>
<th>LAB Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Colorado at Boulder</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes (sidewalks only)</td>
<td>Platinum</td>
</tr>
<tr>
<td>University of Washington</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Gold</td>
</tr>
<tr>
<td>University of Oregon</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes?</td>
<td>Gold</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Silver</td>
</tr>
<tr>
<td>University of Texas</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Silver</td>
</tr>
<tr>
<td>Oregon State University</td>
<td>No (except where noted)</td>
<td>No</td>
<td>Yes (streets only)</td>
<td>Gold</td>
</tr>
<tr>
<td>University of California, Berkeley</td>
<td>No?</td>
<td>Yes</td>
<td>Yes?</td>
<td>Gold</td>
</tr>
<tr>
<td>University of California, Davis</td>
<td>No?</td>
<td>Yes</td>
<td>Yes?</td>
<td>Platinum</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>Yes</td>
<td>No</td>
<td>Yes?</td>
<td>None</td>
</tr>
<tr>
<td>Indiana University</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Bronze</td>
</tr>
<tr>
<td>University of Kansas</td>
<td>Yes?</td>
<td>No</td>
<td>Yes (streets)</td>
<td>Bronze</td>
</tr>
</tbody>
</table>

Notes:

2. LAB ranking refers to the rating assigned to a city or town by the League of American Bicyclists based on the city's bicycle-friendliness, as measured by a variety of objective criteria. The highest rating a city can receive is Platinum, followed by Gold, Silver, and Bronze.
3. While skateboarding is not allowed on sidewalks, it is permitted on streets and bike lanes. Skateboarders must adhere to dismount zones and traffic laws.
4. While riding is not permitted on sidewalks, bicycles are permitted on all paths, as well as quads/plazas outside of 8am-6pm.
5. UC Berkeley requires those who ride a bicycle on campus to possess a valid bicycle license, in lieu of registration.
6. Skateboarding is not permitted in parking lots, accessible ramps, or dismount zones.
7. Bicycles are allowed on sidewalks if there is no adjacent, parallel roadway or path.
8. UC Davis requires those who ride a bicycle on campus to possess a valid bicycle license, in lieu of registration.
9. Skateboards are not permitted on accessible ramps or paths.
10. While allowed on sidewalks, KU encourages cyclists to stay on roads as much as possible while riding on campus.
SUMMARY OF OTHER CAMPUS EFFORTS

CPARK-L is a parking and transportation listserv discussion group, sponsored by Pennsylvania State University. The group has members from other university parking and transportation agencies from around the country. The following posting to CPARK-L in April 2010 by CU’s Parking and Transportation Services yielded several responses.

“Improving campus safety for all modalities is a work in progress at CU-Boulder and at many other universities. We would like to hear from other universities about recent or ongoing safety-related efforts to change the infrastructure, add or modify landscaping, create pedestrian mall environments, separate pedestrians from bikes and skateboards, or disallow any travel mode. What has worked for you and what has not worked are both of interest to us. Thank you. “

Indiana University (IU), Bloomington

Three car-pedestrian accidents in fall 2009 (one fatality) caused establishment of a pedestrian safety committee. The committee was charged with creating a plan to improve safety in 30 days. (See http://www.indiana.edu/~getsmart/ for the pedestrian safety committee’s full report).

In the short term IU accomplished the following actions.

- Created two of a new type of sidewalk that delineates a "safe zone" for pedestrians entering a crosswalk. The safe zone defines an adequate distance between the crosswalk and vehicles.
- Launched an extensive educational campaign using all available outreach venues.
- Launched a media blitz regarding enhanced enforcement by IUPD.
- Acknowledged "that no one at the university is an expert on traffic safety" and determined to enlist a traffic engineer at some point."
- The task force also recommended formation of a standing committee charged with continuous oversight of campus traffic safety issues.

University of Connecticut

University of Connecticut posts a document online, "Building Access and Delivery Instructions", with specific instructions for all delivery vehicles. It includes directions for on-campus driving, use of hand carts from service areas, special instructions, approved delivery hours, and reminders that enforcement exists.

Western Kentucky University (WKU)

WKU removed vehicles from the center of campus and created a pedestrian mall. The "pedestrian spine" runs the full north-south length of campus. “This is a huge improvement for pedestrians. However, functional drawbacks exist for service vehicle access. Any changes like this should consider service vehicle access." Cross walk "zones" were created in heavy pedestrian areas - diagonal striping for entire intersection. Vehicle speeds were slowed with strategically placed signs and speed bumps.
McGill University

McGill University moved permit holders and visitors away from the campus core.
Actual citizen complaint letter....

I know there are certain restrictions about riding bicycles on campus. But I am very concerned about the reckless abandonment of many bicyclists on campus. I don’t venture through campus very often; but every time I am out, I witness at least two incidents of bicyclists nearly running over pedestrians and the majority of the time the pedestrians have to jump out of the bicyclists way (many times getting completely off the sidewalk). Several of these bicyclists are probably traveling over 20 MPH. Today I saw a bicyclist forcing a young lady to jump off the sidewalk to her right onto a down slope and fall very hard to avoid being hit. And during this instance the bicyclist was easily traveling 20 MPH on the sidewalk and did not try to slow down. He was trying to get past the pedestrians that were in front of him and figured he can get by the young lady very quickly. She was barely moving much herself. She was just missed by about 6 inches. The disregard of many bicyclists is getting out of hand. What procedures has the campus taken to help control or monitor the bicycling and skateboarding (another problem)?
3.0 TRANSPORTATION INFRASTRUCTURE & IMPLEMENTATION SUBCOMMITTEE REPORT

In order to achieve goals outlined in the Flagship 2030 Strategic Plan, CU-Boulder will likely see a growth in undergraduate, graduate and international students within the next 10 years. In addition to student growth, Flagship 2030 calls for an increase in tenure track faculty, an increase that will lead to a corresponding demand for additional staff. Considering Main Campus is currently close to capacity, the projected growth in enrollment will put more pressure on already strained conditions, creating an imminent need for solutions to solve pedestrian safety issues on campus. The current Main Campus multi-modal climate combines pedestrians, bicyclists, and skateboarders in heavily utilized pedestrian sidewalks and intersections.

Historically, Main Campus sidewalks along Engine Alley, the sidewalk crossing at University Pond and a few other travel ways were designated as dismount zones. These areas were traditionally enforced by a combination of employees working for Parking Services and UCPD. As enforcement resources were required elsewhere dismount zones became non-existent.

Today, approximately 2,400 bikes are registered each calendar year, with 9,600 registered during the calendar years from 2006 to 2009. Currently, two (2) bike lanes exist on campus, one along Colorado Avenue and the second along Pleasant Street. To further facilitate bicycle traffic in a designated corridor, a third bike lane is being created on a north-south multi-use path along the east side of the Center for Community from Colorado Avenue to Broadway.

Figure 1. Projected Growth in Student Enrollment, Flagship 2030
GUIDING PRINCIPLES

- Provide a pedestrian-oriented campus stressing the integration of bicyclists and skateboarders.
- Promote safe travel behaviors along heavily traveled pathways by utilizing visual features, surface texture, landscaping, and infrastructure changes.
- Emphasize positive approaches and consistent messages, and encourage student involvement where feasible.
- Provide the educational and environmental foundation that supports enforcement when needed.
- Continue efforts to reduce the use of pathways by service and delivery vehicles.

RECOMMENDATIONS

Pedestrian Plan

- Create an initial pilot area from 18th Street at Ketchum to Economics along the sidewalk corridor known as Engine Alley; this zone connects to the Broadway multi-use path. Incorporate clear cross street delineation at approaches to pilot zone. Extend pilot area to include the east west corridor from UMC to the east side of JILA. (See appendix B for a complete description of this recommendation).
- Transform pilot area into a pedestrian mall with a "walking mall feel" accenting area with benches, pavement textures, and gateway features.
- Apply pilot area activities in other “hot spot” corridors and intersections on campus.
- Make infrastructure changes in the pilot area: widen intersecting sidewalk approaches, define or accent main intersection of cross sidewalks with pavement texture and or student inspired art, install signs or banners with new pedestrian graphic, further define bike corridors leading to the pilot zone with consistent messaging.
- Emphasize a positive message with new pedestrian graphic(s) and utilize student involvement through paint projects at “hot spot” intersections.
- Design area so as to support enhanced enforcement efforts in addition to the positive messages conveyed through the recommended changes for all user modes.
- Establish amount of skateboard use on campus through a cordon count of skateboarders at "hot spot" intersections during peak travel times.
**Vehicular Plan**

- Create or more clearly define bicycle and skateboard lanes in order for these user groups to navigate across campus with minimal interaction with pedestrians.
- Develop recommendations to improve transit service, type, and connectivity between Main Campus and significant access points to the East Campus and Williams Village.
- In an effort to further reduce vehicular traffic on Main Campus, explore campus service delivery model to include recommendations for a small package/letter bike courier program, alternative service delivery vehicles or smaller delivery vehicles, and restrict vehicular traffic between 18th Street and Colorado Avenue. The bike courier program is intended to provide campus with a clear role model for bicyclist inter-modal interaction.
- Take into account the needs of service providers who require access to locations served only by pathways in all decision-making regarding vehicles.

**FURTHER RECOMMENDATIONS**

- Hire a transportation consultant to study/quantify pedestrian, bike, and vehicular corridor routes through Main Campus, cross corridors, and significant access points to the East Campus and Williams Village.
- Evaluate CU-Boulder’s main campus in terms of non-auto accessibility (pedestrian, bicycle, skateboard).
- Provide recommendations for projects necessary to improve pedestrian safety and further CU’s desire to provide a pedestrian-oriented campus while also providing recommendations for integrating bicyclists and skateboarders. (Further study on implementing a ring road).

**OPPORTUNITIES TO PARTNER WITH THE CITY OF BOULDER**

Given our shared borders, CU-Boulder should continue to identify partnership opportunities regarding the Broadway Bike Path and intersecting bike routes leading from campus into the city of Boulder. The city of Boulder has proven applications of signs used for bike corridors and pedestrian mall experience such as Pearl Street that the university should reflect if possible.

*Approximately 2,400 bikes are registered each year.*
Actual citizen complaint letter....

Bicyclists and skateboarders get a "bad rap" on campus... I am tired of trying to maneuver through pedestrians walking three or four side-by-side on the sidewalks. Anything the campus could do to ensure all modes of travel are appropriately notified of the proper behavior would be appreciated.
4.0 COMPLIANCE, REGULATION AND ENFORCEMENT SUBCOMMITTEE REPORT

CU-Boulder and the city of Boulder are widely recognized for their efforts in making alternative transportation options core features of the local transportation infrastructure. An estimated 95% of arterials in the Boulder area have associated bike lanes or trails to accommodate alternatives to driving.

On the CU-Boulder campus, the shared space available for vehicles, bicycles, skateboarders and pedestrians is limited, and the need to promote and ensure compliance with existing laws and regulations is paramount to the safety of our affiliates.

In addition to the promotion of compliance with existing laws and regulations governing the movement of traffic in and around campus, new or revised regulations will be required to improve the safe passage of campus affiliates and to provide enforcement tools for public safety officials. Adding or revising existing CU-Boulder regulations to bring the campus code in line with the city's traffic laws will promote a seamless transition and commuter compliance with the law as CU-Boulder affiliates travel between jurisdictions.

Finally, compliance with regulations is maintained through the use of enforcement. A strong and sustainable enforcement campaign should be used to reinforce a community commitment to safety and security for all travelers, regardless of mode.

GUIDING PRINCIPLES

- Promote compliance with existing laws and regulations through a concerted education/media campaign, orientation process, and registration process.
- Promote compliance with existing laws and regulations through the use of infrastructure design and signs. These should accentuate positive reinforcement of an allowable activity rather than emphasizing negative messages and prohibited activity.
- Promote compliance with existing laws and regulations through positive contacts with campus affiliates who are “caught doing something right”.

A heads up for approaching bicyclists. Currently a city citation for not stopping at a stop sign is $100.

15
**Recommendations**

- Create ways to reward affiliates and visitors for compliance rather than making contact only when violations occur. Students would be a primary source of ideas for appropriate and meaningful rewards so as to ensure the message is well-received by their peers.
- A top-to-bottom review of existing CU-Boulder regulations should be conducted to ensure the “tools” necessary to regulate the safety of all modes of travel are in place.
- A top-to-bottom review of existing CU-Boulder regulations in comparison with the city of Boulder’s code should be conducted to ensure campus commuters are familiar with the law regardless of jurisdiction.
- Add regulation(s) to provide an opportunity for fines collected through university enforcement to be retained by the university to ensure a funding mechanism exists for the sustainability of pedestrian safety initiatives. Research the potential for revenue-sharing on fines for violations written into Boulder Municipal Court.
- Revise fine schedule to ensure appropriate assessments for violations according to seriousness of offense.
- Enforce the campus requirement to register bicycles parked on campus property and establish a penalty associated with non-registration. Unregistered bicycles create a crime opportunity encouraging criminal elements onto campus and makes use of alternative transportation unappealing and unsafe.
- Require the use of U-locks for securing bicycles parked on campus property. Riders who fail to secure bicycles or secure them with cable locks or other flimsy and easily defeated mechanisms create a crime opportunity that draws a criminal element onto campus and makes use of alternative transportation unappealing and unsafe.
- Promote partnerships (i.e., with the CU Bookstore) to support U-lock giveaways to new registered bike owners.
- Obtain campus funding sources to increase bike rack inventory near residence halls and for regular clearing of abandoned bikes from all racks near residence halls.
- Research the possibility of CU-Boulder acquiring, by Memorandum of Understanding, Intergovernmental Agreement or other process, designated streets within the campus footprint from the city of Boulder for maintenance and enforcement.
- Ensure campus affiliates are made aware of aspects of enforcement changes as implementation of infrastructure and regulation changes occur.
5.0 SAFETY MESSAGING SUBCOMMITTEE REPORT

Increased pressure on travelers in all modes has been occurring on campus for several years. Close calls, injuries, and damage occur frequently, and many individuals have complained about the unsafe practices of others. Recently an opportunity was developed to report close calls online. It is clear from data gathered for only a few months that unsafe conditions exist in many campus locations.

For several years, safety campaigns have been delivered individually or collaboratively to the community by UCPD, Facilities Management, the CU-Boulder Environmental Center, and Parking and Transportation Services.

The objectives of all campaigns were to raise awareness and concern, educate, and change behaviors among pedestrians, cyclists, drivers and skateboarders. Educational messages focused on city and university regulations, safety gear, the dangers of unsafe habits while cycling or skating, and some rights and responsibilities for each traveler. (For examples, see Appendix C). While these efforts are a good start, more needs to be done in a coordinated way to educate, alter the environment to include implied messages to slow down as well as the means to issue citations for failure to comply with regulations.

STAKEHOLDERS

Stakeholders in efforts to improve campus safety are students, faculty, staff, vendors, service providers and visitors. Each stakeholder needs to be able to get to and from classes easily, to work safely, walk or cycle to a meeting safely. Vendors need to work efficiently, consolidate trips, and plan around class changes when pathway traffic is heaviest. Visitors need to feel safe, and because many are unfamiliar with the campus, they need way-finding information that does not exist now.

Key messages to the stakeholders must be that safety matters, speeds need to be appropriate for the circumstances, everyone must share the path, there are rules of behavior, and violators will be cited.

The following entities will play a role in the creation, distribution and dissemination of information: Parking and Transportation Services, UCPD, Facilities Management, the Environmental Center, Judicial Affairs, CU-Boulder Communications, and the city of Boulder. Although each entity may utilize a different approach and stress varying components of the message; the consistency of the message will be critical to ensure success.

GUIDING PRINCIPLES

- Establish an effective pedestrian safety communication/messaging plan designed to increase outreach to the CU-Boulder community, educate community members on campus and city of Boulder regulations, heighten awareness on safety related issues and change behaviors.
- Leverage available communication resources to maximize the distribution of key messages.
- Provide the CU community with timely access to all relevant information in an understandable and user-friendly manner.
- Recognize limits and constraints on the delivery of messages and provide a level of distribution for each message reflective of the magnitude of the issue and the number of impacted campus affiliates.
- Establish an effective information-sharing network among campus communicators developing communications relative pedestrian safety.

**COMMUNICATION PLAN**

The messaging component raises awareness of pedestrian safety issues throughout campus. Directed campaign strategies, and the primary messaging associated with each strategy, include:

- **New Student Orientation (Summer)** – Safety (Theft, etc), Bike Registration, Bike Gear, Laws and Regulations.
- **New Employee Orientation (On-Going)** - Safety (Theft, etc), Bike Registration, Bike Gear, Laws and Regulations.
- **Back-to-School (Fall)** - Regulations, bike registration, focus on overall community aspect – be considerate, campus focus.
- **Spring (Winter/Spring)** – Be considerate/campus civility, broaden focus to city and regional aspects.
- **Bike to Work Days/Week** – Bike safety/regulations.
- **Event Specific** (example: Implementation of pilot program for Engine Alley) – Specific to event.

**EXTERNAL MESSAGE DELIVERY CHANNELS**

- PTS, UCPD, Environmental Center and Facilities Management will pitch stories, write news releases, and develop talking points in order to place our messages in the media.
- Develop key points on involved department’s websites. (PTS, UCPD, Environmental Center, Facilities Management).
- Newspaper and bus advertisements. (Colorado Daily, Daily Camera, Buff Bus, RTD Bus).
- Involved departments will update visitors via social media networks. (Blogs, Facebook, Twitter).
- Way finding signs and symbols will be created and installed to assist visitors and vendors through our campus.

**INTERNAL MESSAGE DELIVERY CHANNELS**

- Electronic messaging. (Buff Bulletins, e-memos, emails to departmental constituents, CU Connect).
• Utilize CU-Boulder, PTS, UCPD, Environmental Center and Facilities Management websites to update messaging.
• Involved departments will update faculty, staff and students using social media. (Facebook, Twitter, Blogs).
• Newspaper and Bus advertisements. (Colorado Daily, Daily Camera, Buff Bus, RTD Bus).
• Grassroots campaigns will be worked in to catch the attention of faculty, staff and students in a non-traditional manner. (DIRC).
• Banners on campus will incorporate a key logo, symbol, or coloring that will remind campus constituents of the common pedestrian safety goal.
• Signage and symbols will be incorporated into key walkways to assists way-finding on campus.

**ADDITIONAL RECOMMENDATIONS**

• Create a standing communication task force consisting of the primary messaging stakeholders that will meet on a regular basis.
• Develop a master schedule of communication events and corresponding budgets.

**FEEDBACK**

As a component of the implementation of the pedestrian safety program, baseline and annual campaign surveys are recommended. An initial baseline survey designed to measure existing knowledge and behaviors should be conducted. Throughout implementation, annual surveys conducted after Spring Break will be compared with the baseline metrics developed to ensure communication efforts are meeting targeted audiences, changing behavior, reducing incidents, and identifying additional or changing messaging needs.

Program assessment should consider the following indicators: increased awareness, perception of safety, and perception of behavior. Measurements should be collected in a manner to separate respondents by year (class) to determine effectiveness based on entering year within the university community.

---

**COURTESY MATTERS**

Whether you are walking, biking, skateboarding or driving, your actions affect your safety and the safety of others.

Please remember...

• campus cycling speed limit is 15 mph. If pedestrians are present, speeds may not exceed ped speed (5 mph).
• ride defensively and always signal your actions.
• wear a helmet correctly.
• lights & reflectors are required by Boulder law dusk to daylight.
• it’s illegal to ride on sidewalks in commercial areas like the Hill business district.
• expect the unexpected.
Analysis of Strengths, Weaknesses, Opportunities and Threats

The following component lists the Strengths, Weaknesses, Opportunities and Threats (SWOT) that currently exist on campus. This analysis can be used to give an idea of existing conditions, and help in the work towards the goal of creating a safer CU-Boulder campus. A successful campaign is aware of both the positive and negative aspects that currently exist, and that have the potential of existing in the future. This awareness creates opportunity for messaging to be effective for the identified stakeholders.

Strengths
• Campus Resources
• Interested People
• Momentum
• Demand/Need
• Various points of view

Weaknesses
• Need defined process/coordination
• Difficult to measure message effectiveness

Opportunities
• Improve awareness/safety
• Be creative
• Grow community
• Highlight efforts across campus
• Educate
• Change behaviors

Threats
• Messages may be seen as negative
• Consequences seen as negative
• Isolating/ alienating a certain group
### 6.0 SUMMARY OF RECOMMENDATIONS

**INFRASTRUCTURE**

<table>
<thead>
<tr>
<th>ID</th>
<th>Recommendation</th>
<th>Timeline</th>
<th>Responsible Entities</th>
<th>Cost</th>
<th>Funding Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-1</td>
<td>Create initial pilot area from 18th Street at Ketchum to Economics along the sidewalk corridor known as Engine Alley; this zone connects to the Broadway multi use path.</td>
<td>Pending approval</td>
<td>FM-PDC, FM Operations, PTS, UCPD</td>
<td>$347,475</td>
<td>TBD</td>
</tr>
<tr>
<td>I-2</td>
<td>Extend pilot area to include the east west corridor from UMC to the east side of JILA.</td>
<td>Pending approval</td>
<td>FM-PDC, FM Operations, PTS, UCPD</td>
<td>$49,662</td>
<td>TBD</td>
</tr>
<tr>
<td>I-3</td>
<td>Facilitate a cordon count of skateboarders at intersections during through input peak times to establish skateboard use on campus.</td>
<td>Pending approval</td>
<td>Environmental Center, PTS</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>I-4</td>
<td>Create or more clearly define bicycle and skateboard lanes in order for these user groups to navigate across campus with minimal interaction with pedestrians.</td>
<td>Pending approval</td>
<td>Transportation consultant</td>
<td>See scope proposal</td>
<td>TBD</td>
</tr>
<tr>
<td>ID</td>
<td>Recommendation</td>
<td>Timeline</td>
<td>Responsible Entities</td>
<td>Cost</td>
<td>Funding Mechanism</td>
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<tr>
<td>I-5</td>
<td>Explore campus service delivery model to include recommendations for small package/letter bike courier program, alternative service delivery vehicles or smaller delivery vehicles, and restrict vehicular traffic between 18th Street and Colorado Avenue.</td>
<td>Pending approval</td>
<td>Transportation consultant</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>I-6</td>
<td>Hire a transportation consultant to study/quantify pedestrian, bike, and vehicular corridor routes through Main Campus, cross corridors, and significant access points to the East Campus and Williams Village.</td>
<td>Pending approval</td>
<td>FM-PDC, PTS, FM Operations</td>
<td>$53,150</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**NOTE:** The following recommendations will be completed as a function of the master plan process: (1) Develop recommendations to improve transit service, type and connectivity between Main Campus and significant access points to the East Campus and Williams Village; (2) Further study the possibility of a ring-road around campus; and (3) Continue to identify partnership opportunities regarding the Broadway Bike Path and intersecting bike routes leading from the campus into the city of Boulder.
<table>
<thead>
<tr>
<th><strong>ENFORCEMENT AND COMPLIANCE</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>ID</strong></td>
</tr>
<tr>
<td>E-1</td>
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<tr>
<td>E-2</td>
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<tr>
<td>E-3</td>
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<tr>
<td>E-4</td>
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<tr>
<td>E-5</td>
</tr>
<tr>
<td>ID</td>
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<tr>
<td>E-6</td>
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<tr>
<td>E-7</td>
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<tr>
<td>E-8</td>
</tr>
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</table>
## Messaging

<table>
<thead>
<tr>
<th>ID</th>
<th>Recommendation</th>
<th>Timeline</th>
<th>Responsible Entities</th>
<th>Cost</th>
<th>Funding Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-1</td>
<td>Develop messaging campaign to educate and inform affiliates regarding compliance with existing laws and regulations through a concerted education/media campaign, orientation process, and registration process.</td>
<td>Varies</td>
<td>PTS, FM-PDC, UCPD, UC, Environmental Center</td>
<td>$0 - $500 per campaign</td>
<td>Existing budgets, potential grants</td>
</tr>
<tr>
<td>M-2</td>
<td>Develop messaging campaigns at key times throughout the year.</td>
<td>On-going</td>
<td>PTS, FM-PDC, UCPD, UC, Environmental Center</td>
<td>$0 - $500 per campaign</td>
<td>Existing budgets; potential grants</td>
</tr>
<tr>
<td>M-3</td>
<td>Create a standing communication task force to meet on a regular basis consisting of the primary messaging stakeholders.</td>
<td>Fall 2010</td>
<td>Members of Pedestrian Safety Committee</td>
<td>Personnel Time</td>
<td>NA</td>
</tr>
<tr>
<td>M-4</td>
<td>Develop a master schedule of communication events and corresponding budgets.</td>
<td>Fall 2010</td>
<td>Pedestrian Safety Messaging Committee</td>
<td>Personnel Time</td>
<td>NA</td>
</tr>
</tbody>
</table>

**NOTES:** COB = city of Boulder; UC = University Communications; FM-PDC = Facilities Management – Planning, Design and Construction; JA = Judicial Affairs; PTS = Parking and Transportation Services; UCPD = University of Colorado at Boulder Police Department; VCA = Vice Chancellor for Administration
# APPENDIX A – COMMITTEE MEMBERS

## Co-Chairs

Kevin Thelen  
*UCPD*

Derrick Watson  
*Environmental Health & Safety*

Melissa Yates  
*Parking and Transportation Services*

## Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Augustin</td>
<td><em>Human Resources</em></td>
</tr>
<tr>
<td>Molly Bosley</td>
<td><em>Department of Public Safety</em></td>
</tr>
<tr>
<td>Priscilla Carlson</td>
<td><em>Student</em></td>
</tr>
<tr>
<td>Cathy Comstock</td>
<td><em>Farrand RAP</em></td>
</tr>
<tr>
<td>David Cook</td>
<td><em>Parking and Transportation Services</em></td>
</tr>
<tr>
<td>Cindy Donahue</td>
<td><em>Disability Services</em></td>
</tr>
<tr>
<td>Stephanie Eaton</td>
<td><em>Student</em></td>
</tr>
<tr>
<td>Bill Emery</td>
<td><em>Aerospace Engineering Sciences</em></td>
</tr>
<tr>
<td>Amin Gheysar</td>
<td><em>Housing</em></td>
</tr>
<tr>
<td>Mark Heyart</td>
<td><em>UCPD</em></td>
</tr>
<tr>
<td>Eva Hueber</td>
<td><em>Student</em></td>
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<tr>
<td>Margie Hunter</td>
<td><em>Environmental Health &amp; Safety</em></td>
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<tr>
<td>Howard Kramer</td>
<td><em>Disability Services</em></td>
</tr>
<tr>
<td>Tara Lindsay</td>
<td><em>Risk Management</em></td>
</tr>
<tr>
<td>Ashley Michelson</td>
<td><em>UCSU - Student</em></td>
</tr>
<tr>
<td>John Morris</td>
<td><em>Facilities Management</em></td>
</tr>
<tr>
<td>Teresa Nguyen</td>
<td><em>Student</em></td>
</tr>
<tr>
<td>Emily Pfleghaar</td>
<td><em>Housing</em></td>
</tr>
<tr>
<td>Sharilyn Philpott</td>
<td><em>Property Services</em></td>
</tr>
<tr>
<td>Marni Ratzel</td>
<td><em>City of Boulder</em></td>
</tr>
<tr>
<td>Richelle Reilly</td>
<td><em>Planning, Design &amp; Construction</em></td>
</tr>
<tr>
<td>Peter Roper</td>
<td><em>Sustainable Transportation Program</em></td>
</tr>
<tr>
<td>Name</td>
<td>Title</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>Megan Rose</td>
<td>Planning, Design &amp; Construction</td>
</tr>
<tr>
<td>Michael Roseberry</td>
<td>Office of Discrimination and Harassment</td>
</tr>
<tr>
<td>Carol Scolari</td>
<td>Parking &amp; Transportation Services</td>
</tr>
<tr>
<td>Philip Simpson</td>
<td>Facilities Management</td>
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<tr>
<td>Alexis Smith</td>
<td>Student</td>
</tr>
<tr>
<td>Jamal Ward</td>
<td>Judicial Affairs</td>
</tr>
<tr>
<td>John Wanberg</td>
<td>Student</td>
</tr>
<tr>
<td>Corey Wiggins</td>
<td>UCSU - Student</td>
</tr>
</tbody>
</table>
ENGINE ALLEY – PEDESTRIAN MALL PILOT PROJECT

These costs were prepared for the improvements shown on the attached sketches showing four main pedestrian intersections and overall improvements to be made for consistency along the new pedestrian mall in Engine Alley.

A: Theatre Plaza $144,632.00
B: Ekstrand Plaza $63,357.00
C: Atlas Plaza $63,034.00
D: College Plaza $43,213.00

Total Project Cost: $347,475.00
**Theatre Plaza**

The Economics building is the visual terminus for the west end of the Pedestrian Mall. This area has been redesigned to include seat walls located under the large existing trees, plantings and pavement art. The sandstone inlay with banners is added to key entry points for consistent visual cues.

- **Site Demo:** $13,325.00 (Concrete, turf removal)
- **Paving:** $31,481.00 (Concrete, sandstone inlay)
- **Seat Walls:** $40,292.00 (Sandstone benches)
- **Banner Poles/Banners:** $14,964.00 (3 poles, 3 sets banners)
- **Landscape:** $33,502.00 (New plantings)
- **Art:** $5,456.00 (Budget)
- **Bike Rack Relocate:** $3,118.00
- **Site Furnishings:** $2,494.00 (2 trash receptacles)

**Theatre Plaza Total:** $144,632.00
**Ekstrand Plaza**

The convergence of five pathways at the Ekeley Sciences building creates an opportunity for a pause point in the plaza. Working with the existing Ekstrand Memorial, a large circle is added for pavement art. The pathways leading into the plaza have sandstone inlay with the engraved pedestrian graphic. A seat wall is built into the landscape and benches are added to the building entrance. Banners with the pedestrian graphic on poles and existing light poles will add to the celebratory feel.

Demo: $6,795.00 (concrete removal)
Paving: $14,615.00 (expand sidewalk width to north, stone inlay.)
Seat Walls: $9,212.00 (18” high sandstone bench)
Banner Poles/Banners: $11,067.00 (2 poles, 3 sets banners)
Art: $7,794.00 (budget)
Landscape Repair: $1,715.00
Site Furnishings: $12,159.00 (3 benches, 3 trash receptacles)
**Ekstrand Plaza Total:** $63,357.00
*Atlas Plaza*

The pedestrian crossing at 18th Street will become a main entrance point to the pedestrian mall from the east. It is important that this intersection contain many visual cues to direct the vehicles, cyclists and skateboarders while inviting pedestrians to experience a safe place to travel. The brick pavers will be extended to the edge of the sidewalk. A large paved apron consisting of brick pavers and sandstone will be inset into the concrete along with bollards and poles with banners will mark the start of the pedestrian zone.

The banners and the sandstone inlay include the pedestrian graphic. A short seat wall terminating in a column creates a symmetrical sense of enclosure with the terrace walls at Atlas.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Demo</td>
<td>$ 9,890.00 (concrete removal)</td>
</tr>
<tr>
<td>Paving &amp; Inlay:</td>
<td>$ 25,962.00 (sandstone and brick)</td>
</tr>
<tr>
<td>Seat Wall/Column:</td>
<td>$ 7,540.00 (18&quot; high sandstone)</td>
</tr>
<tr>
<td>Bollards:</td>
<td>$ 8,730.00 (3 total 2 removable)</td>
</tr>
<tr>
<td>Tree Grate:</td>
<td>$ 2,338.00</td>
</tr>
<tr>
<td>Banner Pole/Banners:</td>
<td>$ 6,080.00 (1 pole, 2 sets banners second set on ex. light pole)</td>
</tr>
<tr>
<td>Bike Rack Relocate:</td>
<td>$ 2,494.00 (readjust for seat wall)</td>
</tr>
<tr>
<td><strong>Atlas Plaza Total:</strong></td>
<td><strong>$63,034.00</strong></td>
</tr>
</tbody>
</table>
College Plaza Improvement

The pedestrian underpass at College and Broadway is a main entry point for many on campus. This intersection will be the start of the pilot pavement art project aimed to slow all modes of transportation. The pedestrian mall will add a gateway entry wall, sandstone paving inlay with the pedestrian graphic and a banner pole to mark the entrance to the mall.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo:</td>
<td>$2,323.00</td>
</tr>
<tr>
<td>Paving:</td>
<td>$2,444.00</td>
</tr>
<tr>
<td>Gateway Wall:</td>
<td>$31,276.00</td>
</tr>
<tr>
<td>Banner Pole/Banners</td>
<td>$4,988.00 (1 pole, 1 set of banners)</td>
</tr>
<tr>
<td>Landscape Repair:</td>
<td>$2,182.00</td>
</tr>
<tr>
<td><strong>College Plaza Total:</strong></td>
<td>$43,213.00</td>
</tr>
</tbody>
</table>
Additional Pedestrian Mall Improvements

A consistent visual message along the mall and at sidewalk convergent points is imperative for messaging success. Banners will be added to existing light poles and new banner poles will be installed where needed. Sandstone inlay with the pedestrian graphic will be added to select sidewalk intersections.

Site Work: $ 5,517.00 (concrete removal)
Paving: $ 7,613.00 (sandstone inlay)
Banner Poles/Banners: $ 18,238.00 (3 poles, 6 sets banners)
Landscape Restoration $ 1,871.00
Total: $ 33,239.00

A project of an Environmental Design class done in the Spring of 2010. In addition to being a work of art, it is hoped that it will help alert people to this busy intersection and cause people to slow down and take notice. Class members are collecting before-and-after traffic observations.
APPENDIX C – PREVIOUS MESSAGING EXAMPLES

In Boulder, cycling with headphones is illegal.

Doctors are reporting a rise in injuries involving text-messaging bicyclists.

The speed limit for bikes on campus pathways is 10 mph 7:30 a.m. to 5:00 p.m., Monday-Friday EXCEPT during class change. During class change, the speed limit is 5 mph.

Keep your campus community safe.

In Boulder’s vehicle/pedestrian and vehicle/bicycle crashes:

59% occur at intersections.
77% happen during daylight.
89% happen while the roads are dry and the weather is good.

Keep your campus community safe.

Colorado Daily and Buff Bus advertisements 2008
Boarder Tip #1
No frontside switch 180 varial flips on campus. Other tricks aren’t allowed either.

Boarder Tip #2
The city of Boulder prohibits skateboarding on roadways except while crossing streets.

Motorist Tip #1
Buckle up. It’s the law.

Motorist Tip #2
Motorists must do everything they can to prevent hitting a pedestrian regardless of the circumstances!

Pedestrian Tip #1
Headphones prevent you from hearing approaching people, bikes and cars.

Pedestrian Tip #2
Don’t assume vehicles will stop for you at crosswalks.

Cyclist Tip #1
Bikes are required to have mounted headlights when cycling after sunset.

Cyclist Tip #2
Cyclists should follow the rules of the road, stopping at red lights and stop signs.

Colorado Daily and Buff Bus advertisements, 2007
SKATEBOARDING ON CAMPUS

ON PATHWAYS
TRAVEL AT SAFE SPEEDS.
YIELD TO PEDESTRIANS.
FOLLOW POSTED SIGNS—SOME AREAS PROHIBIT SKATEBOARDING.

ON STREETS
IT IS ILLEGAL TO SKATEBOARD IN THE STREET.

BREAKING TRAFFIC LAWS CAN COST YOU UP TO $500 IN FINES.
FILL OUT OUR NEW TRANSPORTATION INCIDENT FORM AT WWW.COLORADO.EDU/PTS.

Biking on Campus

On Pathways
TRAVEL AT SAFE SPEEDS.
YIELD TO PEDESTRIANS.
USE FRONT AND BACK LIGHTS AT NIGHT.
LOCKING TO HAND RAILS CAUSES SAFETY ISSUES; ONLY PARK AT BIKE RACKS.

On Streets
OBEY ALL TRAFFIC LAWS INCLUDING:
- STOP AT STOP SIGNS,
- SIGNAL TURNS,
- RIDE IN THE RIGHT LANE.
IT IS ILLEGAL TO WEAR HEADPHONES WHILE RIDING YOUR BIKE.
USE FRONT AND BACK LIGHTS AT NIGHT.

Breaking traffic laws can cost you up to $100 in fines.
FILL OUT OUR NEW TRANSPORTATION INCIDENT FORM AT WWW.COLORADO.EDU/PTS.

Buff Bus advertisements 2010
Members of the CU Pedestrian Safety Committee invited a transportation consultant with local expertise and nationwide qualifications at major universities to provide CU-Boulder with a scope of work and cost estimate of consultant services to prepare a Strategic Pedestrian, Bikeway and Skate Plan.

The scope of work provides several ideas of what can be completed with a limited budget to address the following areas of interest:

- Data collection to establish current and future pedestrian, skate, and bicycle needs
- Development of campus-wide goals, objectives and policies for skate systems
- Development of a pedestrian, skate, and bicycle strategic plan

The project process would include the following tasks:

Task 1: Project initiation
Task 2: Coordination of key topics: design standards, policy review and data collection, existing conditions, proposed pedestrian and bikeway system, and safety, education and promotion
Task 3: Data collection and public workshops to determine activity and needs within the CU campus and surrounding areas and to identify “hot spots”
Task 4: Determination of goals (future visions), objectives (how policies will be achieved) and policies/standards (from broader goals and objective)
Task 5: Draft system map development
Task 6: Final system map and strategic plan

Deliverables would include:

- Meeting and Workshop Summaries
- Summary of Existing Conditions
- Two proposed Public Workshops
- Summary of Goals and Policies
- Proposed System Development - Draft Pedestrian System Map, Draft Skate system Map, Draft Bikeway System Map, and Draft Facility Standards

The proposal is to complete the tasks identified in the scope of work for a total budget of $43,150 with a contingency of $10,000.