



Let's Make A Deal!

Trading Parking Permits for Bicycles at the University of Louisville



Justin Mog, Asst. to the Provost for Sustainability Initiatives



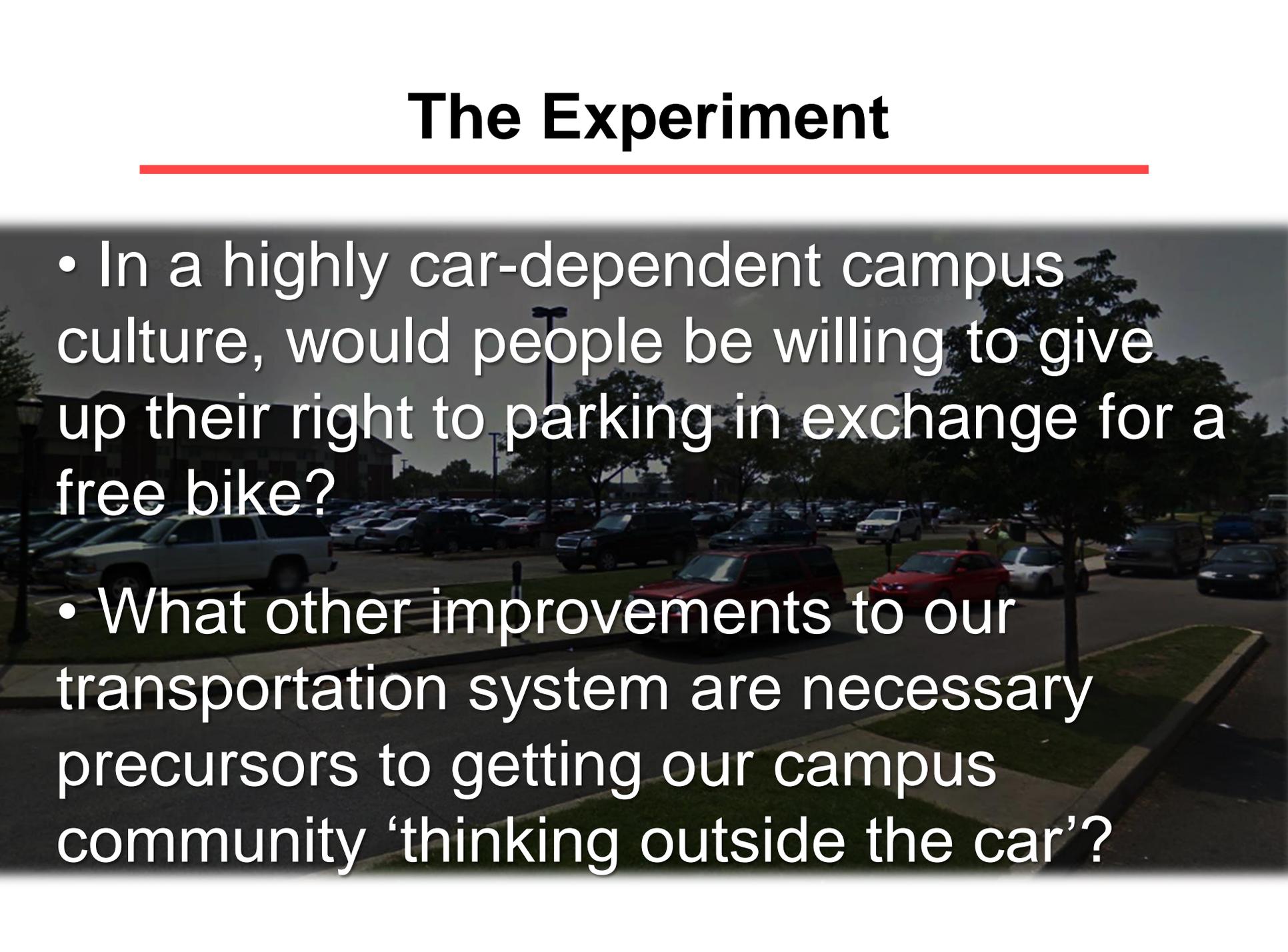
U OF **L** Sustainability



Commitment to a Sustainable Future. It's Happening Here.

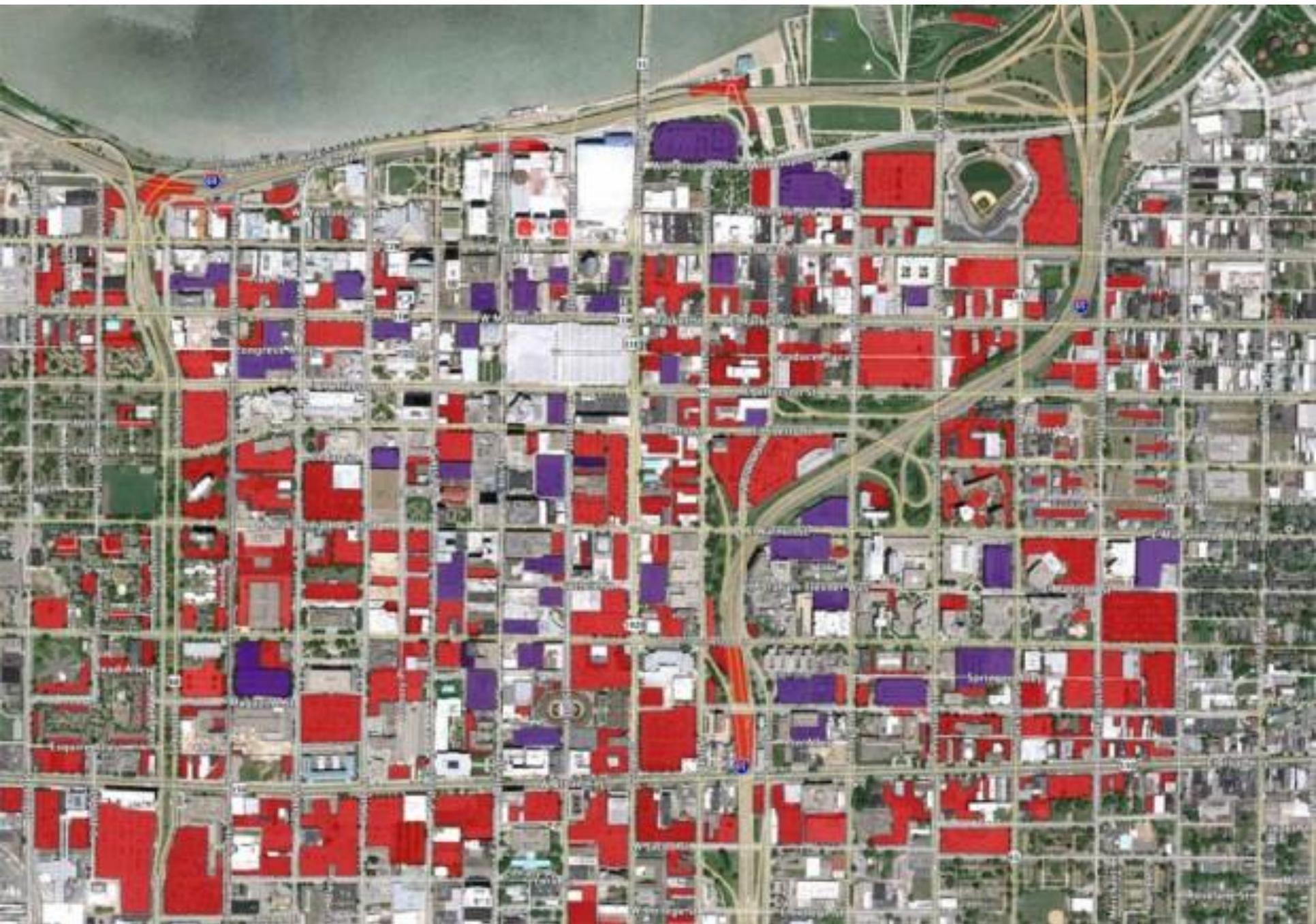
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The Experiment

- In a highly car-dependent campus culture, would people be willing to give up their right to parking in exchange for a free bike?
 - What other improvements to our transportation system are necessary precursors to getting our campus community ‘thinking outside the car’?
- 
- A photograph of a large, crowded parking lot filled with cars, illustrating a car-dependent campus culture. The cars are parked in rows, and the lot is surrounded by trees and a building in the background. The image is overlaid with a semi-transparent dark grey box containing the text.

Rethinking a long-standing accommodation of car commuters

- **New Campus Master Plan**: Three more costly parking decks would be required to meet growing demand.
- **President's Climate Commitment** helped us discover that 10% (now 18%) of university greenhouse gas emissions were due to commuting.
- Louisville slips to the bottom of the **American Fitness Index** and other health rankings.



Sustainability is a Strategic Goal for UofL

UofL Strategic Plan (2008-2020):

“Expand our efficiency and sustainability initiatives to achieve the highest STARS rating from the Association for the Advancement of Sustainability in Higher Education.”

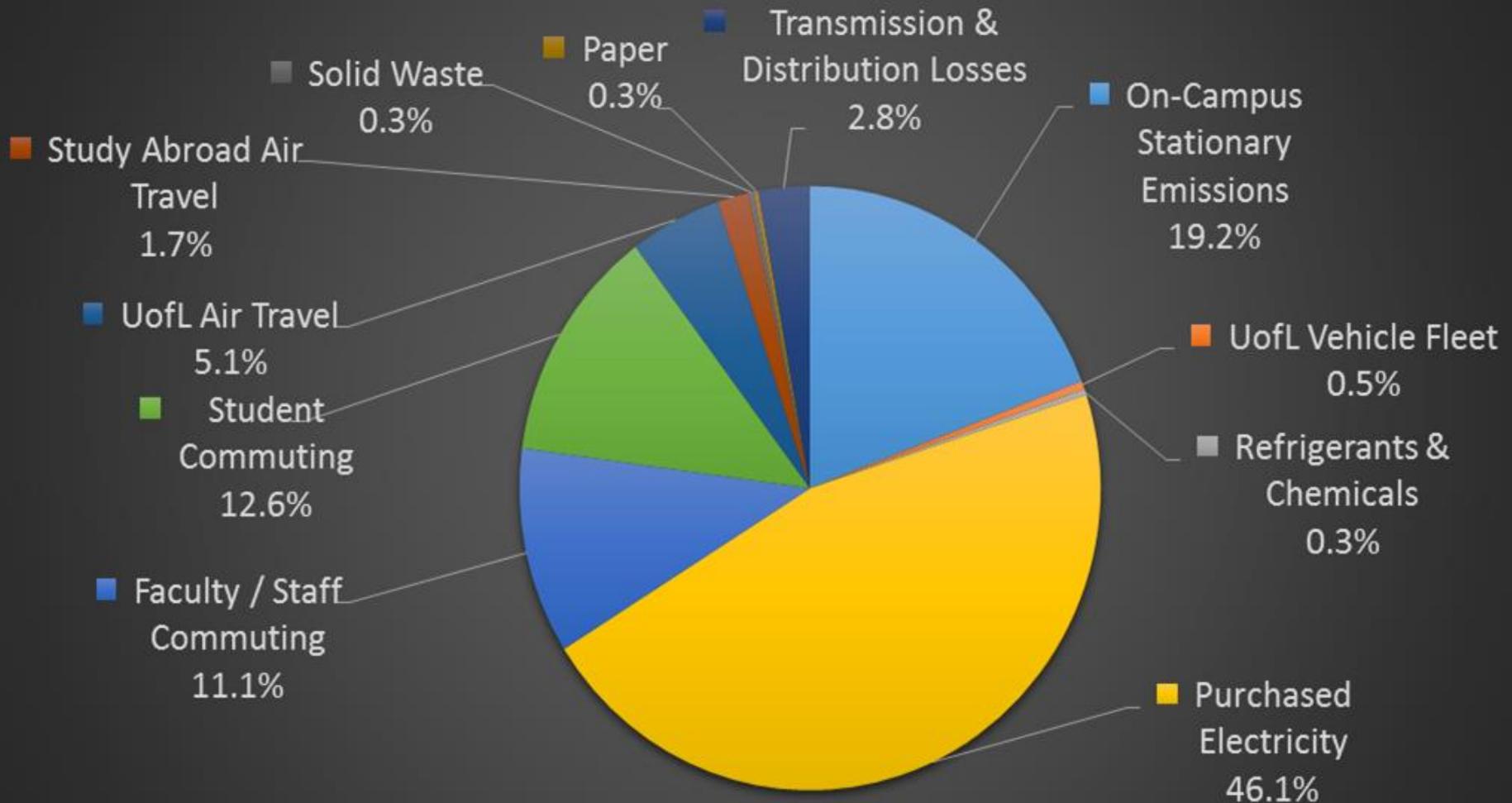


SIGNATORY OF
AMERICAN COLLEGE & UNIVERSITY
PRESIDENTS' CLIMATE COMMITMENT

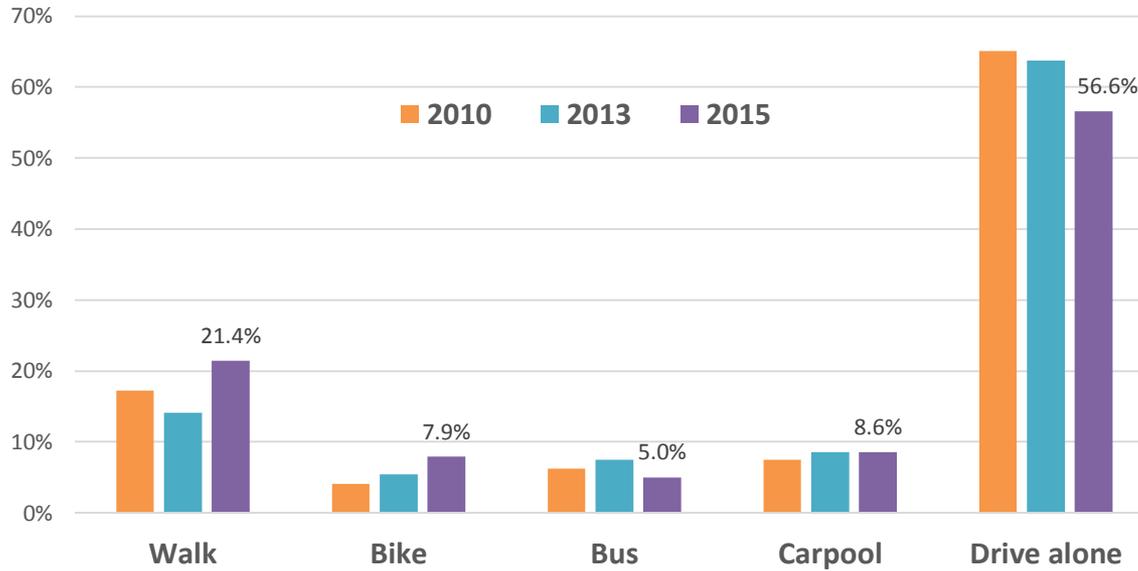


UofL's Carbon Emissions by Source

UofL 2015 Greenhouse Gas Emissions by Source



UofL Students - Primary Commute Mode

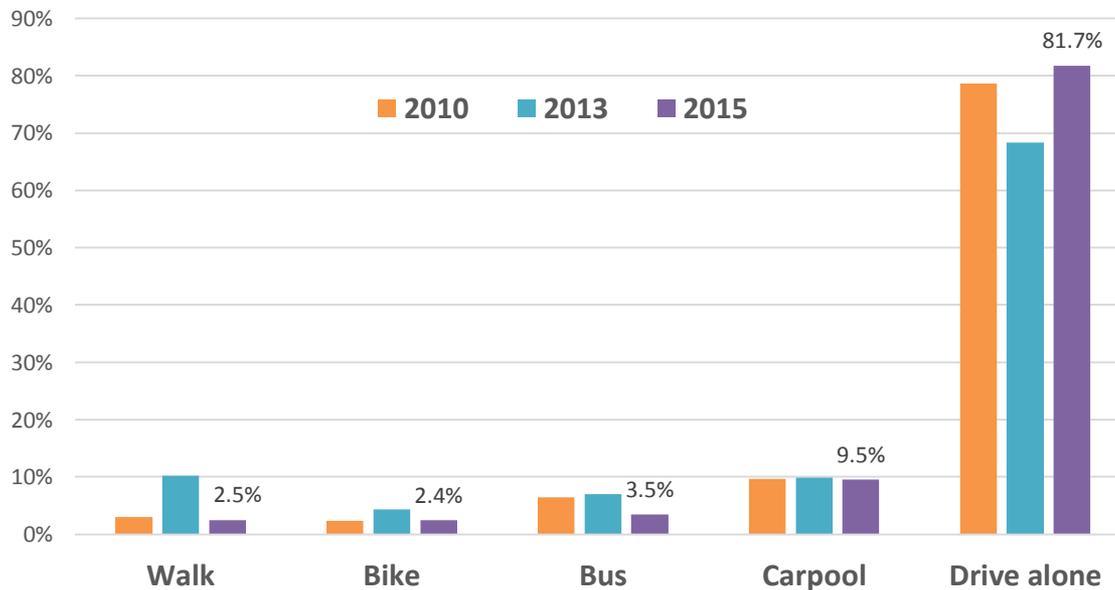


Transportation

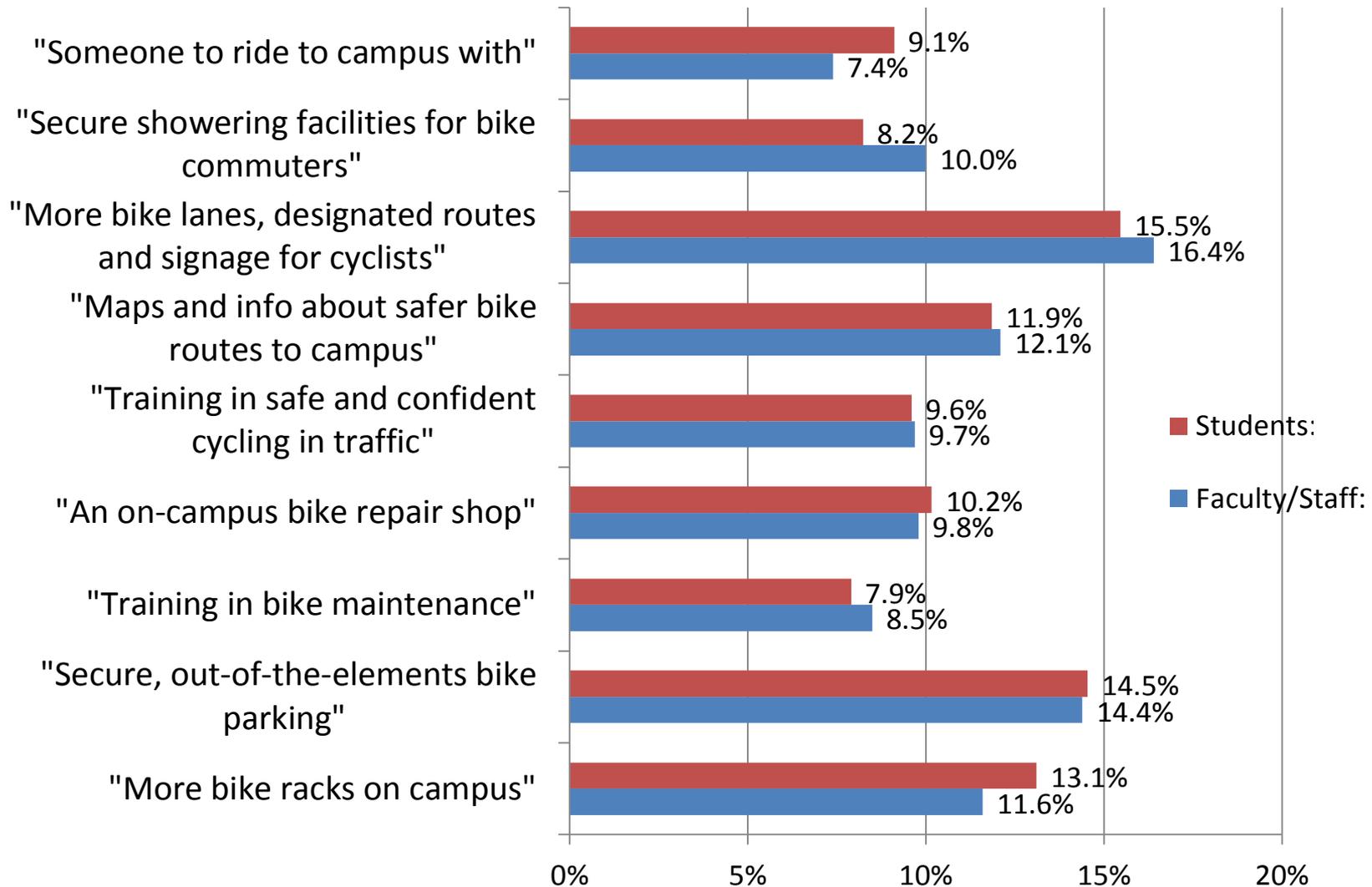
UofL needs to do more to discourage driving to campus and to encourage:

1. Living close to campus
2. Riding the bus
3. Biking & walking
4. Carpooling
5. Car-sharing

UofL Employees - Primary Commute Mode



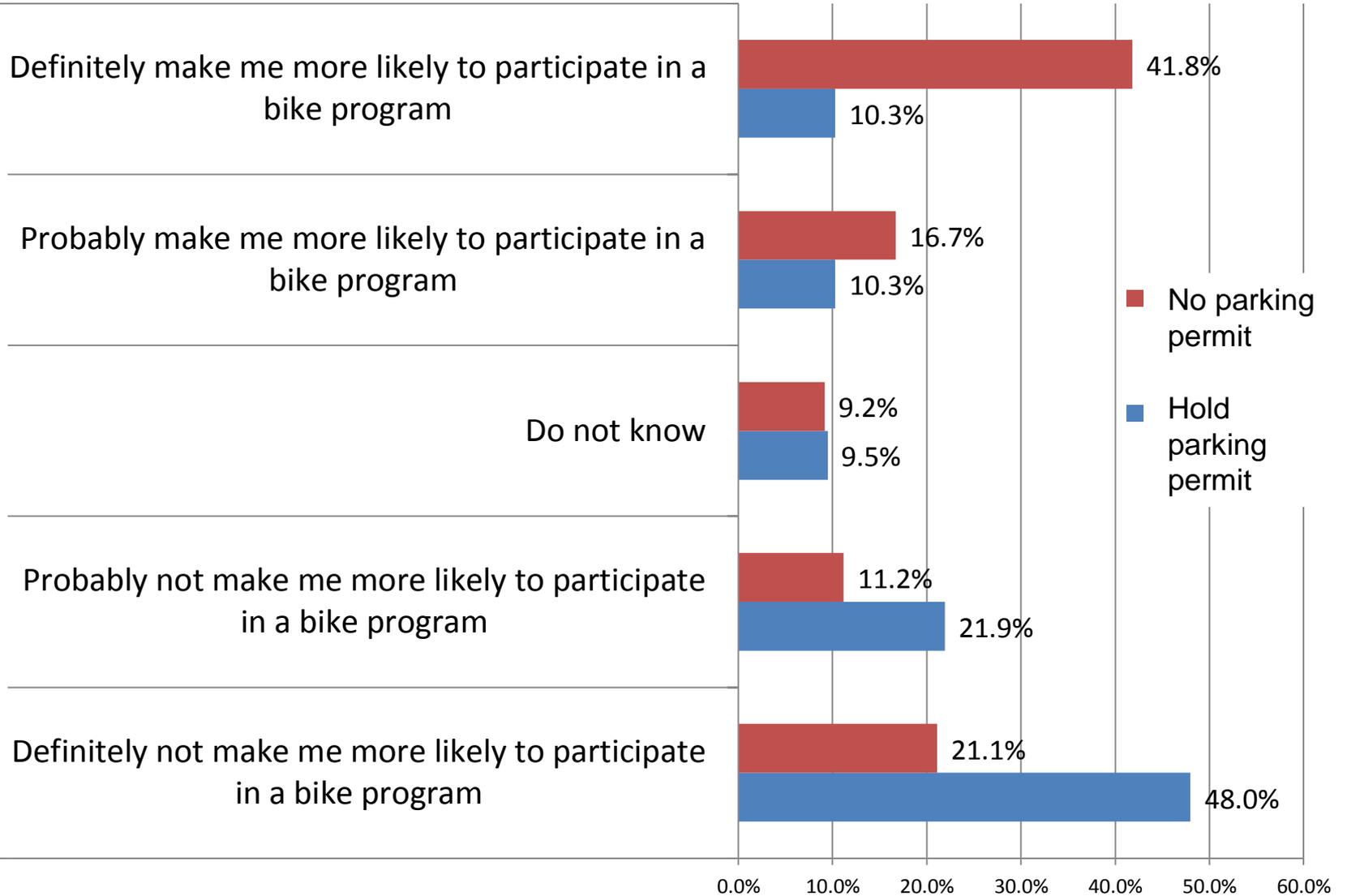
What would make you more likely to bicycle to campus?



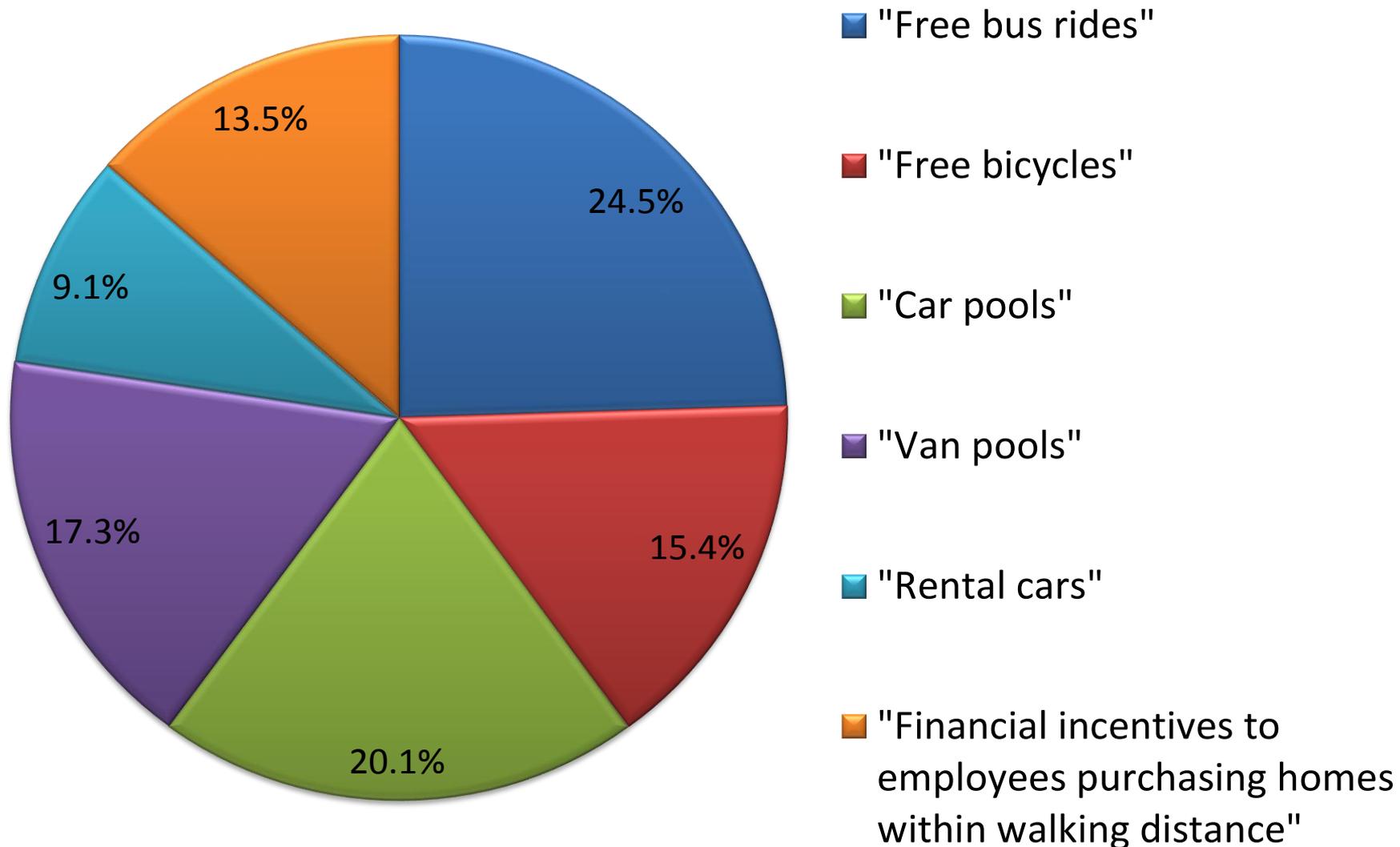
Would you trade your right to a parking permit for a free bike?

A free bicycle and helmet provided to anyone at UofL willing to forgo obtaining a campus parking permit for at least two

years.



Which do you think would be best for the University to provide?



Transportation



1. Enhance walkability & bikeability
2. More campus area housing
3. No idling on campus policy
4. Promote alternatives:



Walk

Live nearby and get to know your neighbors!
Stay fit while walking gently on the Earth!



Bike

Save money. Get a workout as you go!
Earn-A-Bike: \$400 voucher if forgo parking permit for 2 years
Campus Bikeshare: Free daily bike check-out
Find a Safe Route: ridethecity.com/louisville



Bus

Use your UofL ID for FREE TARC rides!
Plan Your Trip: ridetarc.org

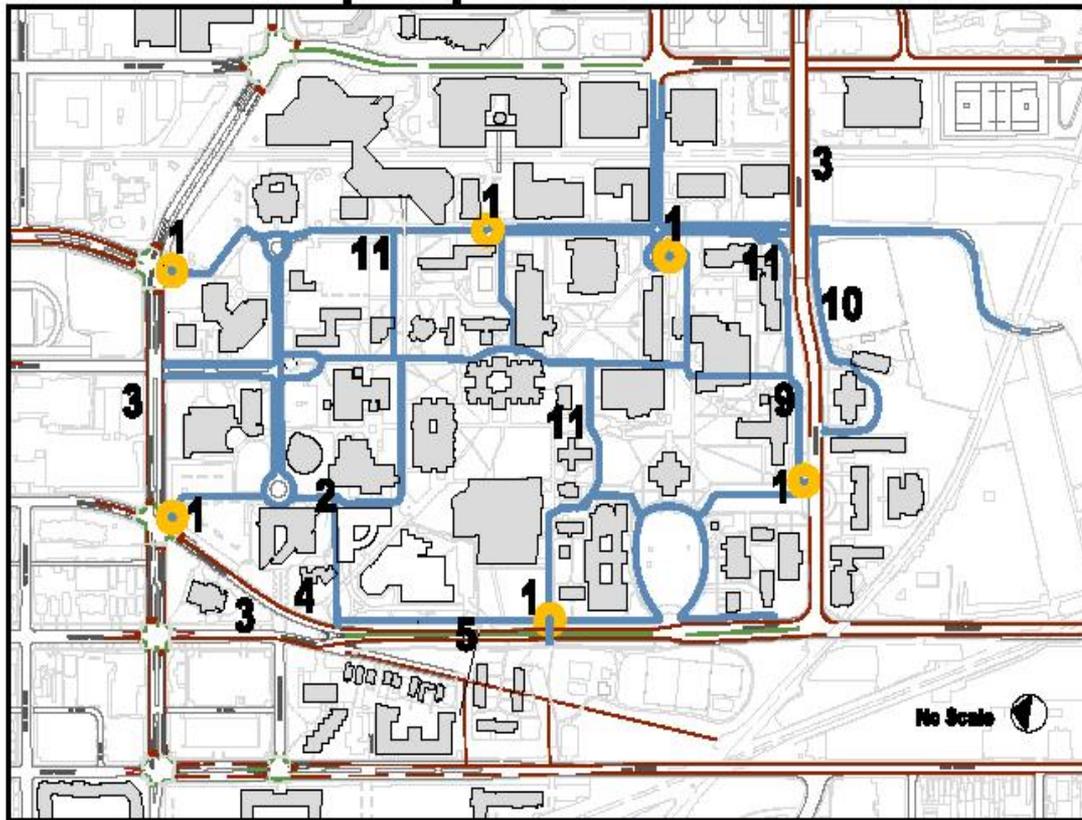


Carpool

Find or offer rides: directions.louisville.edu
Guaranteed Ride Home/ Vanpools: tickettoride.org
UofL Car-share (hourly rental from campus): enterprise-carshare.com



Belknap Campus Bike Plan Schematic



1 Bike Gateway: Lighted, named bike-only entry points into educational core of campus.

2 Bike lane surfaces on interior campus roadways to match bike pathways, and mixed use bike lane surface



Intersection improvements shall clearly define bike and pedestrian travel zones and visibility by incorporating:



3 Bike Lanes to surround Belknap Core Campus for commuter cyclists. Shared use pathways provided for on campus travel



4 Mixed-use bike and pedestrian pathway on 2nd Street behind new bus pull off area



5 10' bio-swale median, raised table pedestrian refuge and bicycle crossings every 400' to eliminate random east to west crossings of Third St.



Bike & Pedestrian Crossing Signals and signage.



Install intermodal wayfinding signs on and off campus with distance and travel times for walking and cycling

11 Educational Core Bike & Pedestrian Loop



10 Mixed-use bike and pedestrian pathway



9 Improve bike access to and from campus bike loop at Eastern Parkway near Speed School traffic signal



8 Eastern Parkway Bike Gateway to educational core loop



7 Delineate bike pathways from service access zones.

6 Library Quad Bike Loop separated from pedestrian walkways.



Mixed-use path above curb, west of 3rd Street adjacent to Stonebury Park



Dismount zone in interior library quad





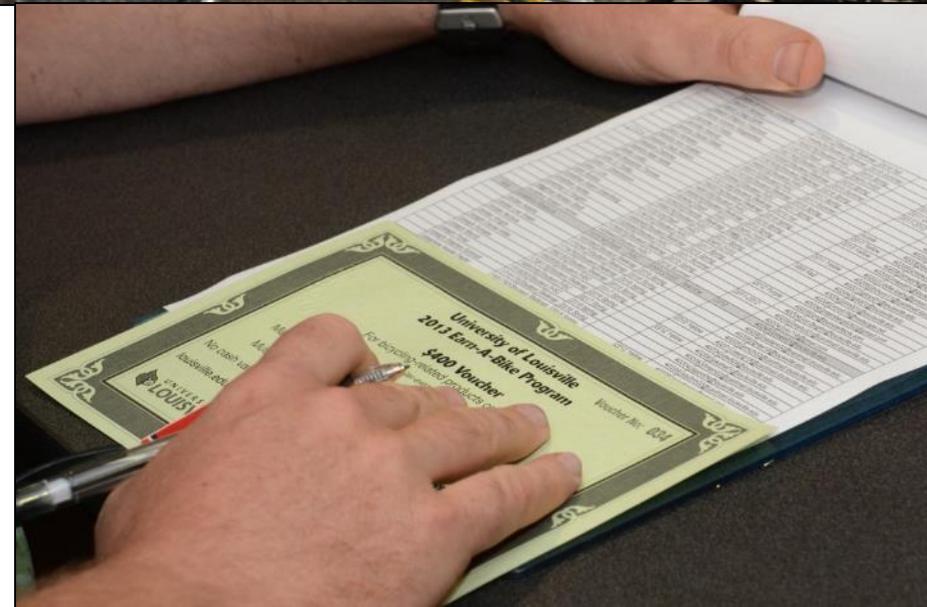
Implementing Bike Master Plan



1. Bike Parking
2. Bike Fixit Stations
3. Campus Pathway Improvements
4. Streets: Road Diets & Bike Facilities
5. Campus Bikeshare
6. Campus Bike Shop



Earn-A-Bike Program Launched Fall 2012



Program Goals

1. Reduce vehicle miles traveled to campus (and associated pollution);
2. Reduce parking demand;
3. Increase health and activity levels;
4. Save individuals money otherwise spent on gas, parking, & other automobile expenses;
5. Reduce traffic congestion;
6. Reward individuals for not driving.



Earn-A-Bike Program – How It Works

- Open to all students, faculty, and staff
- Must turn in any current UofL parking permits and will be unable to purchase any UofL parking permits for the next two years.
- Receive a **\$400 bike shop voucher** (sales tax-free).
- Redeemable at local bike shops:
 - 7 different companies with 14 stores (new & used)
- **Make It Flexible:** Can be redeemed for any bicycling-related products or services
- **ANNUAL** program with a new round of voucher distributions at beginning of each Fall semester.
- To pick up vouchers, accepted applicants **MUST attend one of several one-hour orientation and safety sessions.**



sustain.

tinyurl.com/EarnABike

LOUISVILLE.EDU/SUSTAINABILITY

Make it Educational!

QUIZ RESULTS	Overall	Intersection Navigation	Usefulness of Rear Racks	Crash Cause Frequencies	Lane Control	Legality of Sidewalk Riding	Shoulder Travel
Net Improvement	15%	19%	5%	22%	26%	6%	0%

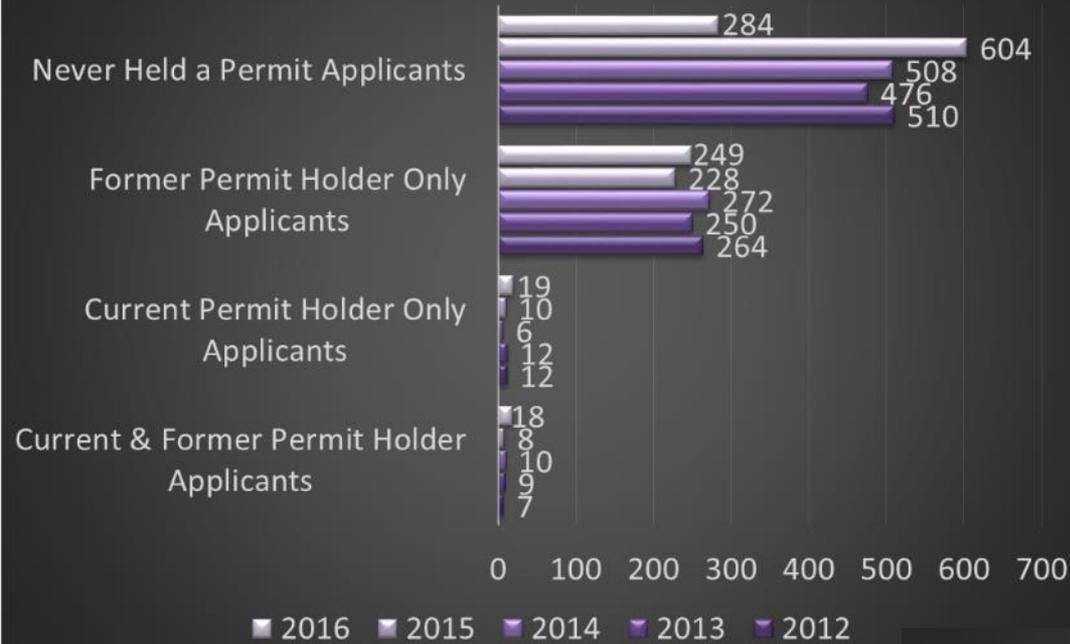


Prioritizing Recipients

- \$160,000/yr budget in Climate Action Plan (400 vouchers)
- Number of applicants: 750-800 per year
- **NOT a first-come, first-served program**
- **Prioritize** recipients based upon driving history and the likelihood of enduring transportation behavior change:
 - Top priority = current parking permit holders
 - Then former parking permit holders
 - Special consideration for those new to campus.
 - Lower priority if graduating soon.
 - Lowest priority = former recipients.(Social justice component? Prioritize by financial need?)



Permit Status of Earn-A-Bike Applicants



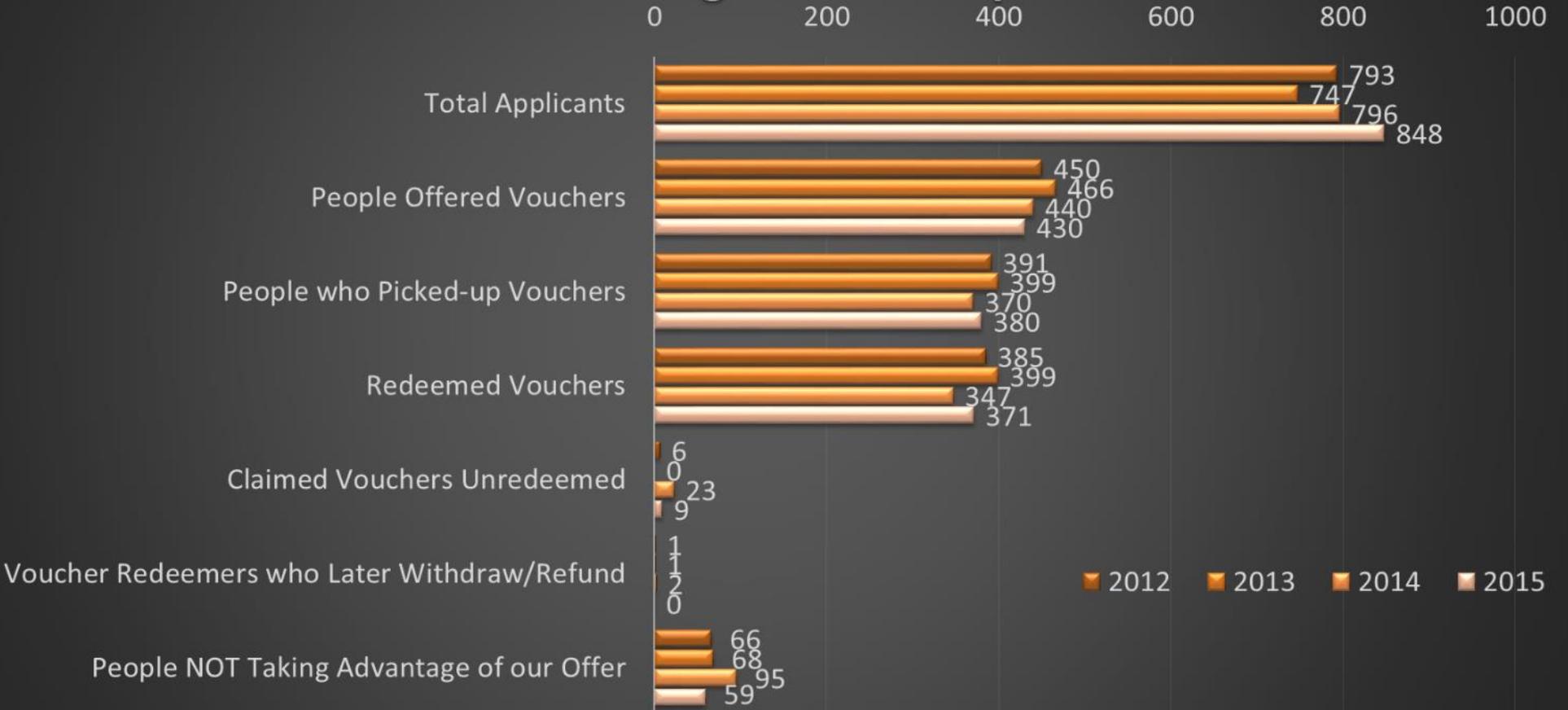
Who Participates?



Permit Status of Accepted Earn-A-Bikers

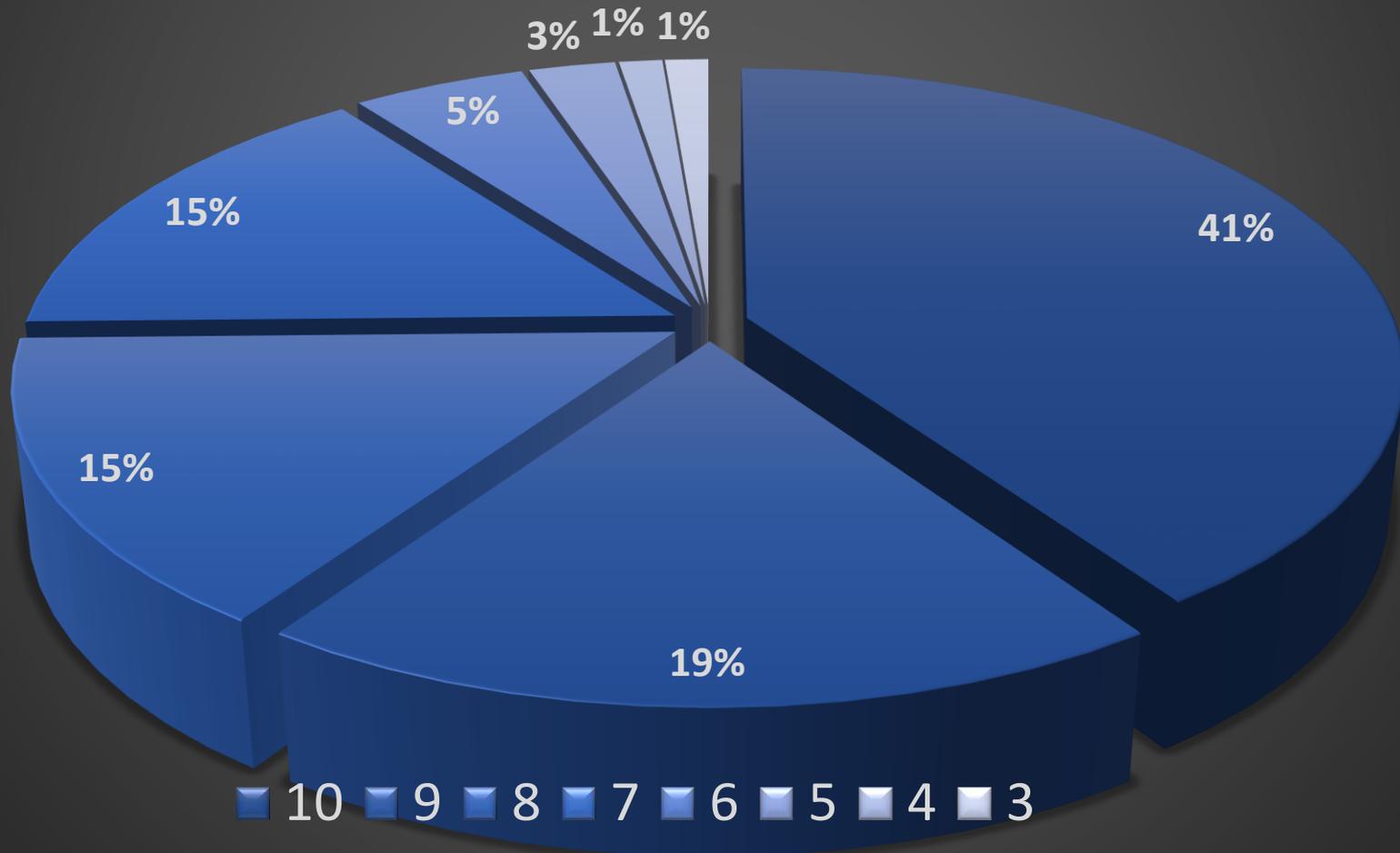


Earn-A-Bike Program Participation

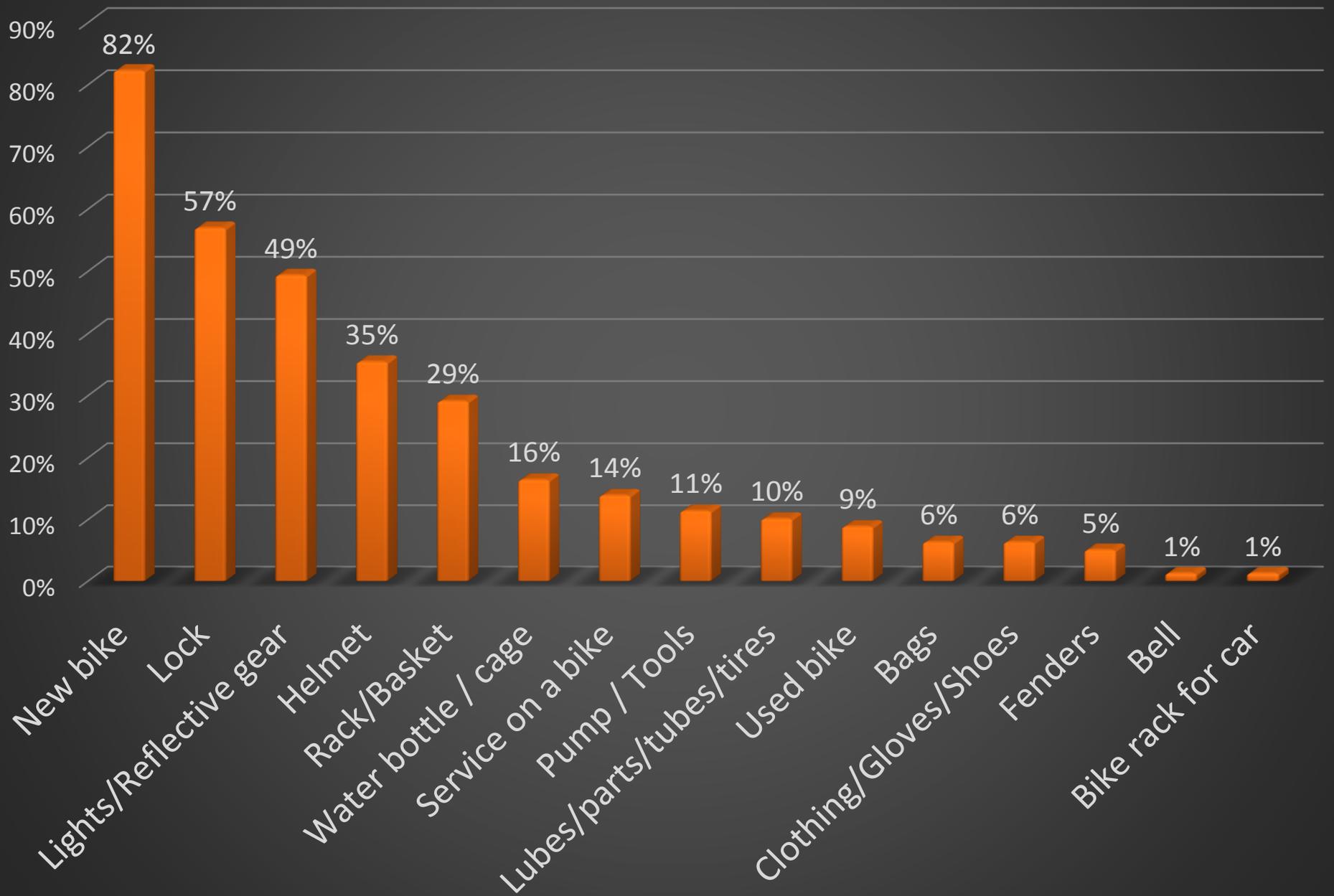


How adequate was the \$400 voucher in terms of equipping you for bike commuting?

(Scale from 10 = Completely adequate to 1 = Completely inadequate)



What participants purchased with voucher



Testimonials

*“Thank you for the presentation yesterday. I went in thinking, ‘okay, I’m not going to learn anything here...’ - BUT, in reality, **I learned a lot of useful information.**”*

- PhD Student, Dept. of Anatomical Sciences and Neurobiology

*“The Earn-A-Bike program is forward-thinking and progressive, incentivizing environmentally conscious behavior and economic stewardship. At a time of economic gloom, these innovative ideas demonstrate an impressive commitment to the future. The Earn-A-Bike program **makes me proud to attend UofL.**”*

– Law Student

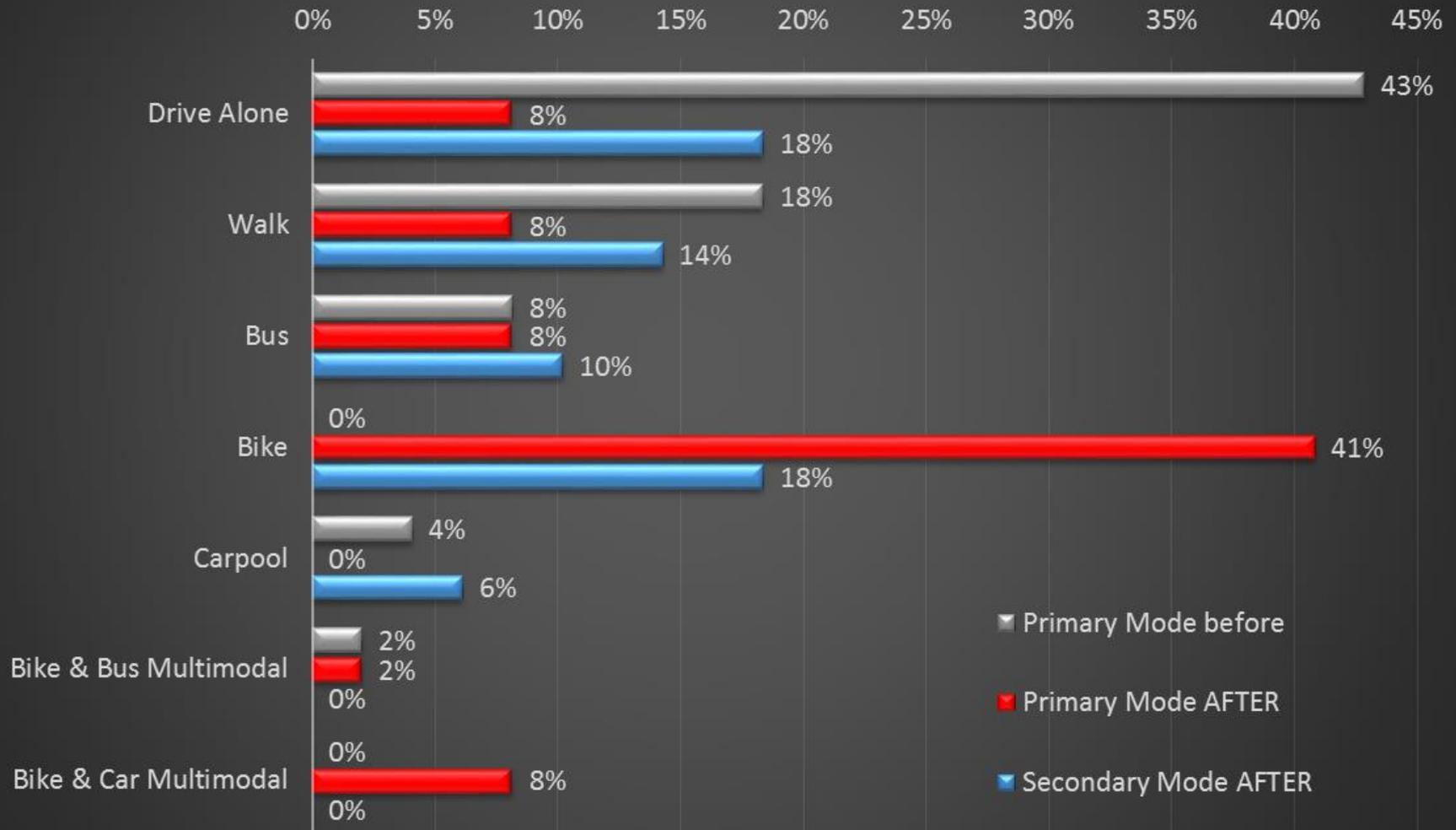
*“This is a terrific program, and I really hope it continues so that others have the ability to safely ride to work/school! **I’ve upgraded my existing bike** to make it commuter friendly- a tune up, lights, fenders, packs, new tires and linings.”*

- Nurse Coordinator in Liver Research



Are We Changing Behaviors?

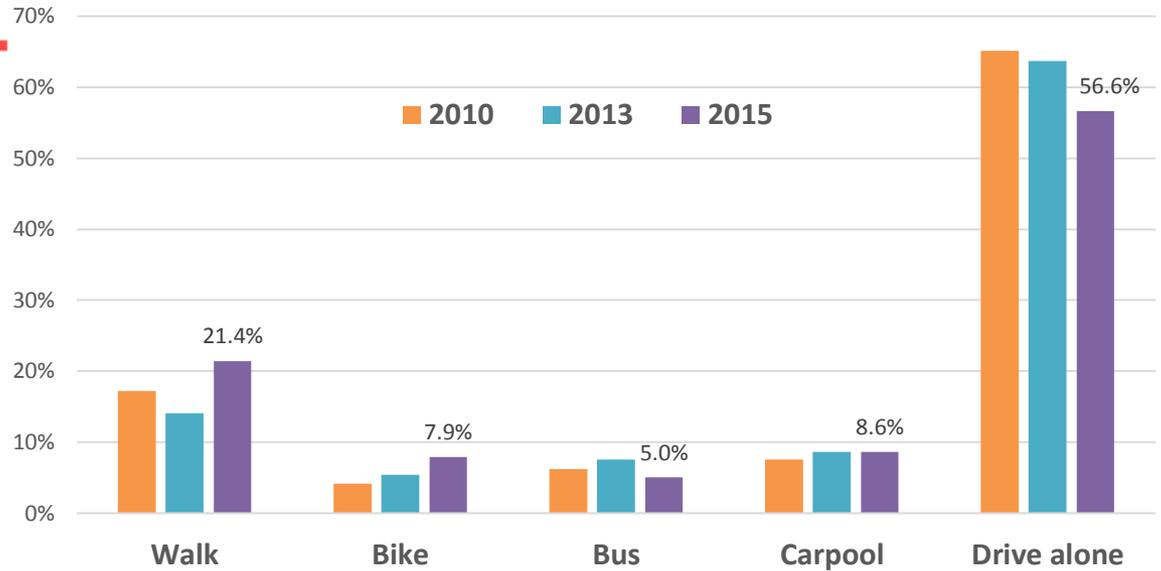
Changes in 2015 Earn-A-Bikers' Commuting Habits



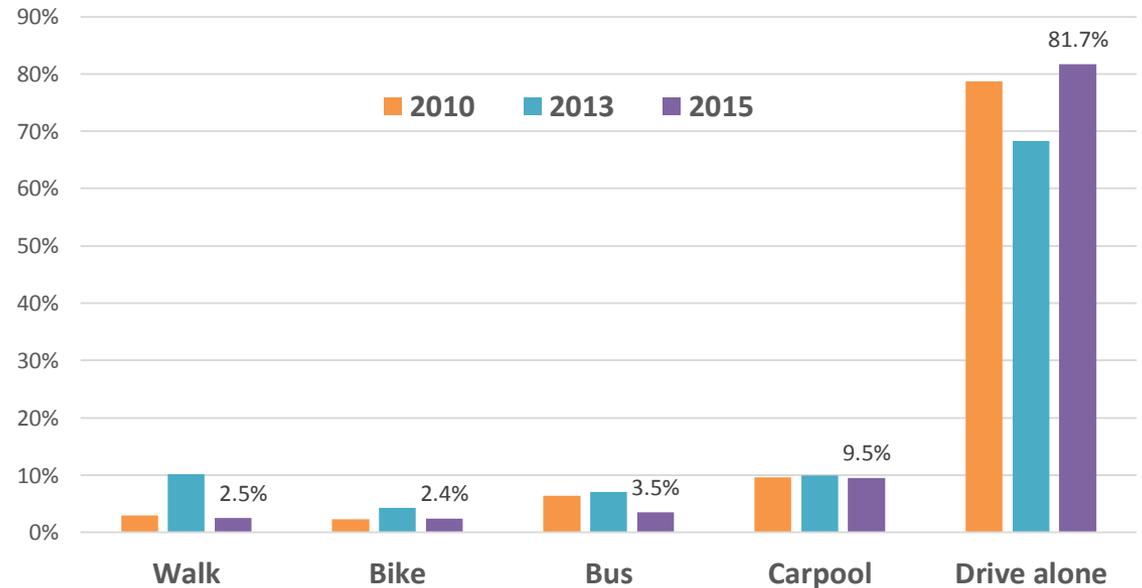
Is It Working?



UofL Students - Primary Commute Mode



UofL Employees - Primary Commute Mode



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