

#RAMSRIDERIGHT

“Rams Ride Right” Safety Campaign



Full Budget (Included: total cost, amount requested from ATFAB, breakdown of all expenses, funding from other sources):

***Amount requested from ATFAB for 2020 campaign(s):
\$7,600.00**

In-kind donation match: \$3,655

Budget Item	Value (per unit)	Quantity	Subtotal Value
RamCash Cards*	\$5.00	1,500	\$7,500.00
RamCash Cards*	\$50.00	2	\$100.00
Local business donations - Raffle Prizes	varied		\$500.00
KIND and Clif Bar donations	\$0.83	2,500	\$2,075.00
Rambassador Site Manager (Hours, in-kind)	\$12.00	90	\$1,080.00
Total Value			\$11,255.00



Application Questions:

1. Description of Project

During Earth Week 2018 (April 23 – 27), the Campus Bicycle Advisory Committee (CBAC), piloted a positive reinforcement campaign called “Rams Ride Right,” to encourage safer and more lawful bicycling practices among students on campus. This campaign was a response to growing concern from the committee and other campus stakeholders (including ASCSU) regarding hotspots of noncompliance to stop signs, dismount zones and other traffic laws across campus. Limited availability of officers at the CSU Police Department led to less bicycle enforcement than in prior years, and in October 2017, CBAC submitted a letter to the Chief of Police to advocate for increased enforcement of bicyclists on campus.

Rams Ride Right launched its first full season in the Fall of 2018 to supplement this push for additional enforcement with encouragement for bicyclists who are modeling lawful behavior at safety hotspots such as dismount zones and stop signs around campus. With \$2,000 in funding from the Housing & Dining Services Sustainability Fund, and \$7,593.49 in donations from local businesses, Rams Ride Right interacted with 2,221 bicyclists throughout its 2018 season.

Applying lessons from 2018, Rams Ride Right refined its approach in 2019, thanks to \$5,000 in funding from ATFAB for RamCash incentives, and \$3,546.02 in donations from community partners. The 2019 season of Rams Ride Right saw 6,670 interactions with the campus community, a tripling of impact from the prior season. Changes to the 2019 season included an increased focus on CSU Police involvement (enforcement was present at over 50% of events in 2019), and emphasizing RamCash and Kind Bars as prizes (the most popular among students). *See the attached 2019 Fall Rams Ride Right Snapshot for additional info.*

For the 2020 Season, CBAC proposes to roll out a Rams Ride Right campaign with 30 events at the beginning of the school year (10 weeks at three events per week). The campaign will distribute 50, \$5 Ram Cash cards at each event, in addition to donated KIND and Clif Bars, while collecting the contact info of all students to enter them into a raffle for additional donated prizes (a bike from Recycled Cycles, swag from Odell, etc.) and two \$50 RamCash grand prizes. A Rambassador Site Manager will be hired through Parking and Transportation Services to organize and oversee each event. CSU Police are committed to these events, and the team will strive to increase police presence, even beyond last year’s rate of 50%+.

2. Approximate timeline of project

The proposed 2020 Rams Ride Right campaign draws on lessons learned from previous years to maximize impact on safety for the campus community.

Pop-up events will take place three times per week for the first ten weeks of the semester, for a total of 30 events.

Details:

Beginning the first week of classes, we pop up (much like a mystery shopper) in a variety of high traffic, problem areas around campus including at stop signs, dismount zones and high traffic interchanges. To maximize impact, we chose Monday, Wednesday and Friday for a 1.75-hour span to hit multiple class

change times. Once the “Bike to Breakfast” events begin during the second week of September, we will pop up at these events for three Wednesday mornings.

Time frames span from mid – morning to afternoon (7:45 a.m. – 4:15 p.m.).

See attached 2019 Fall Metrics for detailed information about each of the 29 events in the 2019 season.

3. How the users will be supported?

This program supports the safety of the CSU population on several levels:

- Riders recognized for good behavior are encouraged to keep it up, and spread the word to their peers.
- Riders who witness the Rams Ride Right pop-ups (event if they aren’t rewarded) are reminded of, or educated for the first time, on the rules of the road. During the 2019 season, 1,703 prizes were given out, but 6,670 people interacted with campaign.
- Some riders who did not comply with the friendly warnings from Rams Ride Right volunteers were cited by the CSU Police. Throughout the 2019 season, 92 tickets and 85 warnings were issued. These consequences also have a powerful impact on the crowd mentality.
- Student and employee volunteers enjoyed the positive impact they were making. In particular, student volunteers had a powerful peer-to-peer impact. The 2019 season had 30 unique campus volunteers.

Beginning in 2019, volunteers were supported with effective recruiting and scheduling as we used the City’s “Engage” system to sign up volunteers from around campus, and train them on how to effectively communicate. 292 hours of volunteer time was donated by various departments and organizations to support Rams Ride Right. Ultimately, this program supports positive interactions between users to foster safe choices that better reflect on our community and its wellbeing.

Since students particularly appreciate the \$5 RamCash incentive, this proposal to ATFAB focuses on these prizes, in addition to bars donated by KIND and Clif, which have been very popular at Rams Ride Right events in the past. We would like to be mindful of not over-asking local businesses for donations and to use valuable volunteer time for the pop-up events themselves, rather than seeking donations.

4. What are the benefits to students in accordance with ATFAB By-Laws?

This campaign strengthens users’ desire to make lawful choices when traversing alternative transportation infrastructure on campus. This mindful culture directly benefits CSU students by increasing safety and enhancing the commuting experience.

5. Evidence that there is student support for the following proposal

The CSUPD was approached by CJ Ash, a student and ASCSU member, in October of 2017. He brought forth the students’ concerns about improving bicycle safety and enforcement. Please refer to the *attached Resolution 4706* that speaks to this student’s support for more enforcement. The Rams Ride Right campaign is a direct result of CJ’s “ask” and was successful at increasing CSU PD’s enforcement efforts.

6. Is your project mentioned in any of the CSU Campus Master Plan documents? Have any campus advisory committees discussed this project?

Following the death of a student in August 2019 due to a pedestrian vs. car collision, CSU President McConnell convened a Safety Taskforce to make recommendations to improve road safety on campus for all users. This Taskforce is currently developing its recommendations, with an intent to deliver them to President McConnell at the end of February 2020. These safety recommendations will include items related to infrastructure, policy, enforcement and education. The Taskforce plans to include Rams Ride Right in its recommendations as an ongoing program that fits into both the education and enforcement themes. As a result, CSU Administration could commit funds to the program in future years, bolstering ATFAB's initial investment.

The Rams Ride Right campaign is directly aligned with CSU's Bicycle Master Plan. The desire to provide improved bicycle facilities goes hand in hand with successful enforcement. The Bicycle Master Plan recognizes The League of American Bicyclists "five E's" and their importance. Enforcement is one of the "E's," thus the plan directly refers to CSUPD's Bicycle Education and Enforcement Program (BEEP). Lastly, the Campus Bicycle Advisory Committee (CBAC) is the group responsible for spearheading the two 2018 Rams Ride Right campaigns.



