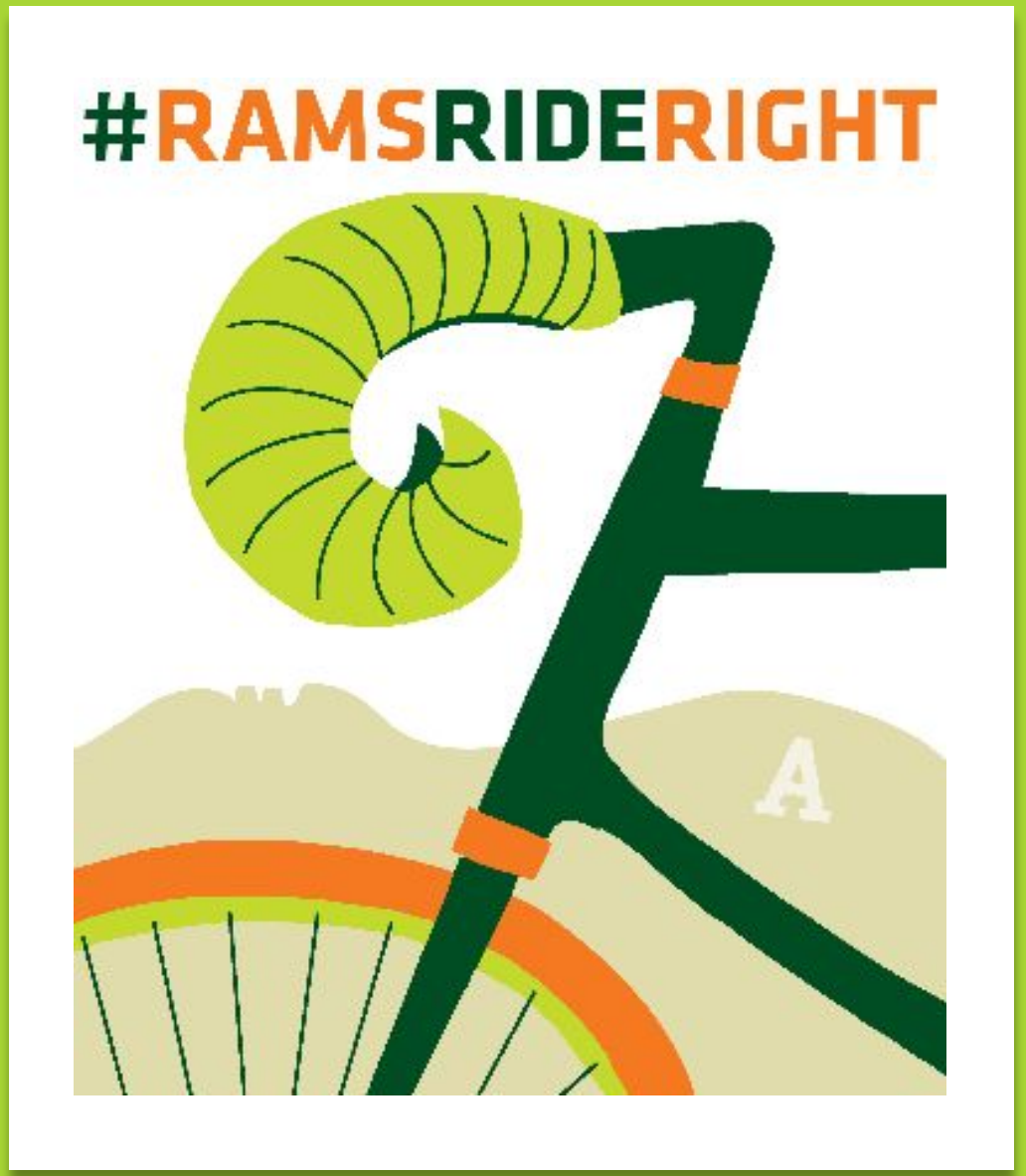
Rams Ride Right

A Campus Bicycle Safety Campaign



What is Rams Ride Right?

- A positive reinforcement campaign that allows student and staff volunteers to reward students who are observed following the rules of the road at targeted hotspots of noncompliance
- In 9 weeks we had 6,670 interactions at 18 different locations across campus!
- Rewards included $5 Ram Cash cards from ATFAB funding and donated prizes from local businesses:
  - Qdoba, KIND Bars, Recycled Cycles

Why do we need Rams Ride Right?

- Limited availability of officers at the CSU Police Department
  - The Rams Ride Right campaign supplements negative enforcement with positive encouragement for bicyclists who are modeling lawful behavior
  - CSU Police added available enforcement resources to strengthen the Rams Ride Right safety campaign, with enforcement present at over 50% of pop-ups, issuing 92 tickets and 85 warnings

What is the benefit to the campus?

- The Rams Ride Right campaign encourages users to make lawful choices when using alternative transportation infrastructure on campus. The development of this mindful culture directly benefits the CSU students by increasing safety and enhancing the commuting experience for all users.

- This program supports the CSU student population dualistically: Both the students being recognized for good behavior and the students who provide the reward for good behavior both benefit in a positive way.

- 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 efforts.

Proposal for Fall 2020

- 30 Events (16 in 2018)
- 10 weeks – 3/week (7 weeks in 2018)
- (50) $5 RamCash cards at each event
- (2) $50 RamCash grand prizes
- Rambassador site manager hired to oversee each event
- Increased CSUPD presence at each event

The Ask…

- The intention with this ask for funds from ATFAB is to allow the prizes to be purchased rather than donated
- We would like to be mindful of not over asking local businesses for donations
- Amount requested from ATFAB for future campaign(s) is $7,600.00
- Match: $3,655 (local businesses, KIND Bar, Rambassador hours)