



**Colorado State University  
Alternative Transportation Fee Advisory Board  
2020-2021 Project Proposal Form**



**Project Name/Location:** \_\_\_\_\_ Rams Ride Right \_\_\_\_\_

Estimated Initial Cost: \_\$13,381.80\_ Estimated Recurring Cost (if applicable): \_\_\_\_\_

Funding Request from ATFAB: \_\_\$7,600\_ Matching Funds (if applicable): \_\_\$5,781.80\_

**Please Attach the Full Budget:** Include total cost, amount requested from ATFAB, breakdown of all expenses, funding from other sources, etc. Please be thorough and specific.

**Submitting Unit: Campus Bicycle Advisory Committee (CBAC)**

Name: Sylvia Cranmer (Chair) Telephone: 970-491-5128

Email Address: Sylvia.Cranmer@colostate.edu Department: CBAC

College or Division:

**Approvals (Signatures):**

Provost/VP: \_\_n/a\_ Signature/Date: \_\_\_\_\_

Department Head/Director \*

Name: \_\_Sylvia Cranmer (Co-chair)\_ Signature/Date:  1/20/21

\*Whoever oversees the areas affected by the proposed project. For example, if the proposal was to add covered bike parking near the LSC, you need to contact the Director/Department Head in charge of the LSC. Please contact ATFAB with any questions.

**Facilities Management Approval of Estimated Budget/Schedule**

Name: \_\_n/a (programmatic)\_ Signature/Date: \_\_\_\_\_

**Fill out and return proposal documents via email to ATFAB\_CSU@colostate.edu and Aaron.Fodge@colostate.edu Deadline – Wednesday January 20, 2021.**

**If project involves infrastructure construction, CSU Facilities must review cost estimates and proposal schedule. Facilities Deadline – Friday December 18, 2020 Please email to David Hansen at David.Hansen@colostate.edu**

If accepted, you will be asked to give a 30-minute formal presentation to the ATFAB.

# “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 2021-22 campaign(s): \$7,600.00**

In-kind donation match: \$5781.80

Budget Item	Value (per unit)	Quantity	Subtotal Value
RamCash Cards*	\$5.00	1,500	<b>\$7,500.00</b>
RamCash Cards*	\$50.00	2	<b>\$100.00</b>
Local business donations - Raffle Prizes	varied		\$750.00
KIND and Clif Bar donations	\$0.83	2,500	\$2,075.00
Rambassador Site Manager and Staff (Hours, in-kind)	\$12.32	240	\$2,956.80
<b>Total Value</b>			<b>\$13,381.80</b>



# 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 like dismount zones and stop signs around campus. With \$2,000 in funding from Housing and Dining Services’ Sustainability Fund and \$7,593.49 in donations from local businesses, Rams Ride Right interacted with 2,221 bicyclists throughout its 2018-19 season.

Applying lessons from 2018, Rams Ride Right refined its approach in the 2019-20 and 2020-21 academic years, thanks to \$5,000 and \$4,648.71 in funding from ATFAB for RamCash incentives and donations from community partners.

Summary of Rams Ride Right Seasons:

Year	Funding	Interactions	Donations
2018-19	\$2,000 (HDS)	2,221	\$7,593.49
2019-20	\$5,000 (ATFAB)	6,670	\$3,546.02
2020-21	\$4,648.71 (ATFAB)	2,552 (halfway)*	\$1,830

*\* Rams Ride Right will continue its 2020-21 season into the Spring semester and will provide ATFAB with a final reporting of its impact at the end of the semester.*

In the past two seasons, Rams Ride Right has strengthened its partnership with the CSU Police, involving its Bike Unit in scheduling, to ensure that they can attend RRR pop-ups as much as possible throughout the season. Additionally, RRR coordinates with The Mobile Spoke on its locations and scheduling, to draw additional attention and referrals between the two complementary programs.

Due to public health restrictions in the 2020-21 season, Rams Ride Right modified its operations to be touchless, scanning a participant’s ID card to capture their ID number and then load the \$5 Ram Cash reward onto the card afterwards. As such, Kind Bars were not distributed to participants as in past seasons, although we hope to bring back the bars when public health restrictions are lifted. Despite reduced traffic around campus in the Fall of 2020, RRR had 2,552 interactions and awarded 492, \$5 Ram Cash cards (\$2,460 of the budget), with plans to continue into the Spring with three pop-ups per week until Spring Break. See attachments one and two for a summary of the Fall 2020 interactions and Spring 2021 schedule.

For the 2021-22 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 O'dell, 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 and the event will be staffed by Rambassadors and volunteers from the CSU community. CSU Police are committed to these events, and will strive attend the events whenever possible.

## **2. Approximate timeline of project**

The proposed 2021-22 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.

Beginning with the first week of school we pop up (much like a mystery shopper) in a variety of high traffic, problem areas around campus including stop signs, dismount zones and high traffic interchanges. To maximize impact, we choose 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 am – 4:15 pm).

## **3. How the users will be supported?**

This program supports the safety of the CSU population in several ways:

- 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. In the Fall of 2022, 492 prizes were awarded but 2,474 people interacted with the campaign.
- Some riders who did not comply with the friendly warnings from Rams Ride Right volunteers were officially warned by the CSU Police. 31 official warnings and two tickets were issued in Fall 2020. 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.

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 (pre-COVID). 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 promotes lawful choices when using transportation infrastructure on campus with a bike, scooter or longboard. This directly benefits CSU students by increasing safety and enhancing the daily commuting experience for all.

The CSU Police Bike Unit sums it up with the following testimonial reflecting on Fall, 2020:

*Rams Ride Rights is one of our favorite partnerships as a bike unit, and especially this year. 2020's decreased alternate transportation movement and overall population on campus, officers were able to focus on encouraging safe ridership through contacting many individuals, creating dialogue, educating and changing perceptions. We are continually evaluating how we, both, promote safe passage and make sure CSU feels safe for all who utilize the campus. The Rams Ride Right partnership compliments, promotes and fulfills the need for the whole csu community through encouragement and enforcement to educate individuals on safe behavior. From our perspective, this program has been crucial in all of these regards. We will continue supporting RRR helping all Rams stay safe.*

*-Corporal Ashleigh Rose on behalf of the CSUPD Bike Unit*

#### **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 Attachment 3: ASCSU Resolution 4706 that speaks to the Students support for more enforcement. The Rams Ride Right campaign is a direct result of CJ's request and was successful at increasing the CSU Police'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 developed a set of recommendations, delivered to President McConnell in 2020. These safety recommendations included items related to infrastructure, policy, enforcement and education. The recommendations named Rams Ride Right 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 Colorado State University'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. Being that enforcement is one of the "E's," the plan directly refers to the CSUPD's Bicycle Education and Enforcement Program (BEEP). Lastly, the Campus Bicycle Advisory Committee is the group responsible for spearheading the 2018 Rams Ride Right campaigns and managing it over the past several years.

#### **7. Additional info**

Please see the following attachments:

1. 2020 Fall RRR Engagement Summary
2. 2021 Spring RRR Schedule
3. ASCSU Resolution 4706