



**Colorado State University  
Alternative Transportation Fee Advisory Board  
2021-2022 Project Proposal Form**



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

Estimated Initial Cost: \_\_\_\$10,704.80\_\_\_\_\_ Estimated Recurring Cost (if applicable): \_\_\_n/a\_\_\_\_\_

Funding Request from ATFAB: \_\_\_\$7,600\_\_\_\_\_ Matching Funds (if applicable): \_\_\_\$3,104.80\_\_\_\_\_

**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:**

Name: Sylvia Cranmer (Chair)

Telephone: 970-491-5128

Email Address: Sylvia.Cranmer@colostate.edu

Department: Campus Bicycle  
Advisory Committee (CBAC)

College or Division:

**Approvals (Signatures):**

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

Department Head/Director \*

Name: \_\_\_Erika Benti on behalf of Sylvia Cranmer (Chair)\_\_\_ Signature/Date: \_\_\_\_\_ 1/20/2022 \_\_\_\_\_

\*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 for final submissions – Friday January 21<sup>st</sup>, 2022***

***If project involves infrastructure construction, CSU Facilities must review cost estimates and proposal schedule. Facilities Deadline – Friday December 10<sup>th</sup>, 2021 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.

**As an attached document, please answer the following questions:**

**1. Description of the project (limit to ½ page):**

CSU's Campus Bicycle Advisory Committee (CBAC), piloted a positive reinforcement campaign called "Rams Ride Right," during Earth Week 2018 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. Applying lessons from 2018, Rams Ride Right refined its approach in the 2019-20, 2020-21 and 2021-22 academic years, thanks to funding from ATFAB for RamCash incentives and donations from community partners.

Rams Ride Right rewards people on bicycles, scooters and skateboards for their safe and lawful behavior at key locations across CSU's main campus, including four-way stops, dismount zones and other special infrastructure. These pop-up events are staffed by Rambassadors, CSU Police Officers and volunteers to provide \$5 RamCash cards to people "caught riding right" and to provide verbal warnings (and occasional citations) to people who ignore these warnings.

**2. Approximate timeline for the project (have you contacted Facilities for a bid and proposed schedule, if applicable?):**

The proposed 2022 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 Fall 2022 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 during our most recent season (Fall 2021), we choose Monday, Wednesday and Friday for a 1.75-hour span midday to hit multiple class change times. The schedule for the Fall of 2022 will be set again to maximize impact and staffing/volunteer availability.

**3. Please provide a discussion of how users will be supported (limit to ¼ page):**

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 2021, 1,219 prizes (\$5 RamCash cards) were awarded but a total of 4,040 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. 51 official warnings and 21 tickets were issued in Fall 2021. 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, to be supplemented with some donations from local businesses for the final raffle giveaway.

**4. Please describe the benefits to students in accordance with ATFAB By-Laws (see Article VII, Funding Rules). Website: <https://atfab.colostate.edu/atfab-bylaws/>**

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.

According to Parking and Transportation Services' most recent annual transportation survey (conducted in February 2020), 17% of students report biking as their primary mode of transportation and 12% consider it their secondary mode. While these students benefit directly from the Rams Ride Right program since they can earn Ram Cash, the entire CSU community indirectly benefits from the program through safer roadways and trails.

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. Please provide any evidence that there is student support for the following proposal**

**(i.e. petitioning, letters of support, requests for proposal by students, ASCSU Resolutions, College Council approvals, etc.) It is highly recommended that proposals reach out to students; the level of student support for your proposal will likely affect the board's decision to fund it.**

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 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? It is recommended that you consult an applicable planning or advisory committee for letters of support and advice regarding your proposal. Please attach any documents if applicable.**

Following the death of a student in August 2019 due to a pedestrian vs. car collision, CSU President McConnell convened what is now called the "Vision Zero" Taskforce to make recommendations to improve road safety on campus for all users. This Taskforce delivered an initial set of recommendations to President McConnell in 2020, and still meets monthly to manage ongoing projects. The safety recommendations included items related to infrastructure, policy, enforcement and education, and specifically named Rams Ride Right as an ongoing program that fits into both the education and enforcement themes. As a result, CSU Administration may 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. Please provide any additional information below.**

Please see the following attachments:

1. 2022 RRR Budget
2. 2021 Fall RRR Engagement Summary
3. ASCSU Resolution 4706

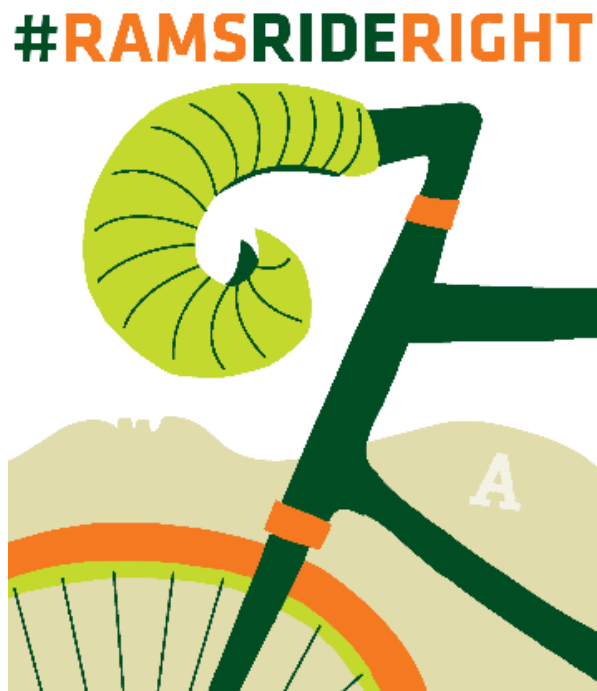
# “Rams Ride Right” Safety Campaign

**2022 Proposed Budget** (Included: total cost, amount requested from ATFAB, breakdown of all expenses, funding from other sources):

**\*Amount requested from ATFAB for 2022 campaign: \$7,600.00**

In-kind donation match: \$3,104.80

| Budget Item  | Value (per unit) | Quantity | Subtotal Value     |
|--|------------------|----------|--------------------|
| RamCash Cards*   | \$5.00           | 1,500    | <b>\$7,500.00</b>  |
| RamCash Cards* (end of season raffle)                  | \$50.00          | 2        | <b>\$100.00</b>    |
| Donations from local businesses (end of season raffle) | \$100            | 1        | \$100              |
| Rambassador Site Manager and Staff (Hours, in-kind)    | \$12.52          | 240      | \$3,004.80         |
| <b>Total Value</b>                                     |                  |          | <b>\$10,704.80</b> |



**Fall 2021 RRR Engagement Summary**

| Day of Week   | Date   | Location  | # Engagements | Warnings  | Citations |
|---------------|--------|---|---------------|-----------|-----------|
| Mon           | 23-Aug | Plum & Meridian   | 178           | 3         | 5         |
| Weds          | 25-Aug | Newton Statue   | 172           | 2         | 3         |
| Fri           | 27-Aug | Library/LSC Dismount  | 249           | 4         | 0         |
| Mon           | 30-Aug | Libbie Coy & Pitkin   | 150           | 2         | 3         |
| Weds          | 1-Sep  | Pitkin & New Meridian (NE corner of stadium near Visual Arts) | 171           | 9         | 0         |
| Fri           | 3-Sep  | Amy Van Dyken & University                                    | 72            | 0         | 0         |
| Mon           | 6-Sep  | LABOR DAY HOLIDAY   |               | 0         | 0         |
| Weds          | 8-Sep  | Bike to Breakfast - Plum & Meridian (7:30-9:30 am)            | 271           | 1         | 4         |
| Fri           | 10-Sep | Yates Dismount  | 134           | 7         | 0         |
| Mon           | 13-Sep | Meridian & Pitkin (3-way stop @ Stadium gates)                | 231           | 0         | 0         |
| Weds          | 15-Sep | Bike to Breakfast - Hughes & Meridian (7:30-9:30 am)          | 212           | 0         | 0         |
| Fri           | 17-Sep | Lake & Center   | 96            | 0         | 0         |
| Mon           | 20-Sep | Amy Van Dyken & Oval (new infrastructure)                     | 11            | 0         | 0         |
| Weds          | 22-Sep | Bike to Breakfast - AVD & University (7:30-9:30 am)           | 0             | 2         | 0         |
| Fri           | 24-Sep | Animal Sciences Trail Crossing @ Pitkin                       | 129           | 0         | 0         |
| Mon           | 27-Sep | University & Libbie Coy                                       | 79            | 0         | 0         |
| Weds          | 29-Sep | Plum & Meridian   | 95            | 0         | 0         |
| Fri           | 1-Oct  | Library/LSC Dismount  | 250           | 0         | 0         |
| Mon           | 4-Oct  | Newton Statue   | 77            | 9         | 1         |
| Weds          | 6-Oct  | Lake & Center   | 115           | 0         | 0         |
| Fri           | 8-Oct  | Hughes & Meridian   | RRR Cancelled | 0         | 0         |
| Mon           | 11-Oct | Pitkin & New Meridian (NE corner of stadium near Visual Arts) | 294           | 8         | 5         |
| Weds          | 13-Oct | Natural Resources Dismount                                    |               | 0         | 0         |
| Fri           | 15-Oct | Yates Dismount  | 98            | 0         | 0         |
| Mon           | 18-Oct | Library/LSC Dismount  | 248           | 0         | 0         |
| Weds          | 20-Oct | Libbie Coy & Pitkin   | 139           | 0         | 0         |
| Fri           | 22-Oct | Hughes & Meridian   | 164           | 0         | 0         |
| Mon           | 25-Oct | Meridian & Pitkin (3-way stop @ Stadium gates)                | 190           | 0         | 0         |
| Weds          | 27-Oct | Library/LSC Dismount  | 118           | 0         | 0         |
| Fri           | 29-Oct | Natural Resources Dismount                                    | 97            | 4         | 0         |
| <b>TOTALS</b> |        |   | <b>4040</b>   | <b>51</b> | <b>21</b> |

**ASSOCIATED STUDENTS OF COLORADO UNIVERSITY  
FORTY-SEVENTH SENATE  
EIGHTH SESSION  
OCTOBER 18<sup>th</sup>, 2017**

**Resolution #4706**

**Asking Administration for Additional Funds to Allow for the Dedicated Enforcement of  
Safe Bicycling Standards and Practices and Laws**

---

SPONSORED BY: Liam D. Aubrey, Senator, College of Business; Josué Silva, President; Kevin Sullivan, Officer Senator of Recruitment and Retention; Josh Lindell, Committee Chair, University Issues;

WRITTEN BY: CJ Ash, Associate Senator, Liberal Arts

ENDORSED BY: Hanna Johnson, Director of Community Affairs; Yuval Rosenthal, Speaker Pro-Tempore; Tristian Syron, President LADLC, College of Liberal Arts; Blake Mounts, Senator, College of Liberal Arts; Cassie Gardner, Senator, College of Liberal Arts; Connor Cheadle, Senator, College of Liberal Arts; Tyler Siri, Associate Senator, College of Liberal Arts; Corbin Hart, Senator, College of Liberal Arts; Ken Schmidt, Senator, ALVS; Tamera Breidenbach, Associate Senator, Warner College of Natural Resources;

---

ABSTRACT: Support the Growth of Bicycle Ridership for all Users on Campus

---

WHEREAS

According to [green.colostate.edu](http://green.colostate.edu), “At Colorado State University, sustainability is foundational to who we are”. Bicycling is up 16% on campus in 2017, a major determining factor in CSU receiving a “#1 Greenest Colleges” award from [BestColleges.com](http://BestColleges.com), and a “Green College Honor Roll:2016” from [The Princeton Review](http://ThePrincetonReview.com), and,

WHEREAS

ASCSU and CSU PD have been contacted by several students voicing their concerns about the activities of bicyclists, long boarders, and skateboarders on campus. Examples include running stop signs, failing to yield, failing to dismount, and,

WHEREAS

CSU one of only five universities in America to own the title of “Platinum Bike-Friendly University”, according to [BikeLeague.org](http://BikeLeague.org). This award judges universities on the “5 E’s”

concept: engineering, education, encouragement, **enforcement**, and evaluation & planning. According to Joy Childress, Traffic and Bicycle Education & Enforcement Program Coordinator, CSU received a “Silver” on the first submission purely due to our enforcement standards. She fears that we will lose our “Platinum” rating due to the inability to maintain those same enforcement standards.

WHEREAS

According to the 2017 CSU Parking and Annual Mode-Split Survey, 20% of students use a bicycle as their primary mode of transport and 18% use a bicycle as their secondary mode of transportation. Two-thirds of students reported that they do not drive. 26% of students only drive a personal vehicle to school and do not have a secondary mode of transportation. We must consider a reprioritization of resources, and,

WHEREAS

CSU invests in education through the Rambassador program, the Spoke, as well as in events through campus; these are only as effective as the enforcement to support them; and

WHEREAS

We know a certain subset of the university, the “interested but concerned cyclists”, who will ride to CSU if they perceive that the campus is safe for them to ride. Enforcement ensures that the campus is safe for them to ride for current and future cyclists; and,

WHEREAS

CSU PD, when fully staffed, has successfully enforced bicycles across campus. Our BEEP (Bicycle Enforcement Education Program) initiative has been adopted by Fort Collins PD; and

WHEREAS

ASCSU recognizes that CSUPD has attrition challenges, and must train officers annually. Additionally, with our new stadium, CSU needs more officers to meet Homeland Security Requirements. We want to make sure that they have the resources to be fully staffed, and,

WHEREAS

ASCSU collaborates with the Colorado State University Police Department and the President’s Office through the Campus Safety Advisory Committee to ensure campus safety and responsible bicycle etiquette, including with bicycle transportation; and,

WHEREAS

CSU PD bike programs break completely even, using any extra revenue to fund education programs, bike racks, lights and helmets, as well as paying for ASCSU to play music at the bike parade. At the 2017 “We Ride” event, CSU PD handed out 400 bike lights, 400 helmets and 400 bells; and,

WHEREAS

Our campus is like a small city, and requires an investment in police officers, as if we were a municipality.



THEREFORE BE IT HERBEY FURTHER ENACTED

That the university will provide the necessary funds to accomplish the task of staffing three officers dedicated to the enforcement of safe bicycle standards and practices, and one corporal or sergeant to oversee them

THEREFORE BE IT HEREBY FURTHER RESOLVED

That a copy of this legislation be forwarded to Dr. Tony Frank, Colorado State University President;

30-1-1  
PASSAGE

11/01/2017  
DATE