



mony to the great relationship that our bike program has with campus planning, public safety, and many others in making the campus a safe place to ride,” said Delon Scott.

Achieving a daily count of more than 13,000 cyclists on campus is an accomplishment in itself but keeping all of these people on bikes – circulating smoothly and safely and providing bike parking to meet this demand – is Platinum-worthy. With bike and clothes lockers, caged bike racks, strategically placed bike repair stations and shower facilities,

Stanford meets the needs of all types of bicyclists. The university continually evaluates the campus’ bike flow, parking needs and interactions with pedestrians. Stanford’s Commute Club, with more than 7,000 members, incentivizes students, faculty and staff to bike or take alternative transportation. These efforts have proven successful. Membership has risen 121 percent since 2001-02, and the sales of long-term faculty, staff and student parking permits have decreased 17 percent since 2004. Stanford University’s employee drive-alone rate dropped from 72 percent in 2002 to 48 percent in 2010.

STANFORD GOES PLATINUM

by Carly Sieff

ARIADNE DELON SCOTT IS STILL RELIVING THE phone call she received the first week of March, announcing that Stanford University received a Platinum-level Bicycle Friendly University award designation. As the Bicycle Program Coordinator at Stanford for more than a collective five years, Delon Scott has been working to turn the campus into the bicycling haven that it is today. The 93-question application that Stanford submitted this January – along with 31 other Universities – marks the first round of Bicycle Friendly Universities.

Delon Scott insists that this platinum honor is a real tribute to the hard work of the university as a whole, as there are many other Stanford University groups that work so closely and successfully with the bike program to make the campus a safe and enjoyable place to bike. “This Platinum award is a testi-



The current bike commute rate for university commuters is 21.7 percent.

Delon Scott has received a number of inquiries from other universities asking if Stanford will share what they're doing. The answer is always "of course." Even at the platinum level, Delon Scott emphasizes that Stanford is continuing to learn from other universities around the country. She sees the potential to learn from each other as one of the main strengths of the BFU program. "Rather than reinvent the wheel, there are so many success stories out there – we can learn and improve by hearing about best practices at other institutions."

As a final word of advice for other colleges and universities, (apart from applying to the BFU program) Delon Scott recommends truly being aware of your neighboring communities and businesses and keeping communication open. The League's other Bicycle Friendly America programs – including Bicycle Friendly Community and Bicycle Friendly Business – help establish these relationships, increase connectivity and close any gaps. For example, an introduction between Stanford's bike program and the on-campus coffee shop resulted in a Love Coffee-Love your Brain helmet-hook up event. Students who wore their helmet in line at

LOVE COFFEE—LOVE YOUR BRAIN!

Wear your bike helmet in line at an on-campus Coupa Café on **Helmet Hook-Up Day February 25th** and receive a free espresso drink!

THANK YOU COUPA CAFE for supporting Helmet Hook-up Day Friday, Feb. 25th, 11am-1pm White Plaza

■ 402U ■ Parking & Transportation Services/Recycle Program
 ■ 402M ■ Stanford Public Safety
 ■ Campus Bike Shop ■ Student Health Services

Coupa Cafe received a free espresso. Another partnership with the on-campus bike shop provides Stanford students and faculty with 50 percent off helmets, and additional \$10 helmet discount coupons for those who have taken the free bike safety class that is offered twice-monthly.

Stanford's next task is to complete an economic impact analysis, enabling the university to articulate the financial, sustainable and environmental benefits of decreasing the amount of vehicles miles and getting more people on bikes! The program gives the university even more motivation to aim higher. "I feel more motivated than ever to evaluate and reevaluate what we're doing and where we're going – this raises the bar," says Delon Scott. "It is more of a starting point than an ending point." |||

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