SUSTAINABLE BIKING INITIATIVE AT UVA

Education Team

Global Sustainability, Fall 2011
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Abstract

Our mission, given to us by UVA Parking and Transportation and Global Sustainability, was to educate the University of Virginia community on biking around Grounds. We specifically worked with Jon Monceaux, a member of UVA's Bike initiative. This initiative was developed for a basis of biking support around the University. As the Education Group of a multi-approach project, our main focus was on the daunting reality that most students are unaware of biking safety rules, workshops available for them, and the benefits of choosing biking as an alternative transportation tool. The Education Group of the UVA Biking Initiative maintains the goal of spreading awareness on Grounds about the benefits of biking as a sustainable transportation tool, while bridging the gap between University students who bike and the various programs/websites/events through educational media.

This semester, Catherine Pirrung, Bergen Hubert, and Jasmine Drake designed a plan that would reach out to students and make them aware of what the University has to offer in regards biking. The objectives in the plan: 1. Speaking with University officials about a speech at freshman orientation, 2. Designing flyers to hand our to students, as well as posters to be placed in UTS buses, 3. Creating a "Biking @ UVA" Facebook Page, 4. Designing bike tags with information on safety rules and events. In order to go about the plan, each member of the Education team split up responsibilities among each member. Catherine Pirrung designed flyers and bike tags that would be distributed to University students within the next year, as well as collaborated with the Enforcement team on spreading their Biking Survey. Bergen and Jasmine met with a representative from Parking & Transportation to speak with him on bike tags and flyers for the UTS buses. Jasmine created a preliminary Facebook page called "Biking @ UVA," which would be updated daily with links to websites and biking events around Grounds. Bergen spoke with a Director for Freshman Orientation about possibly having a two-three minute lecture on bicycling on Grounds. All of these goals were accomplished within the semester through the collaboration between the Education Team and other personnel on Grounds.

The Education team collaborated with the University's Parking & Transportation via emails and a meeting with Jon Monceaux, our representative of the department in order to fully implement the tags, flyers, and Facebook page the semester of Fall 2011. In the beginning, the Education Team and Enforcement Team, another group working on the UVA Biking Initiative, collaborated for a brief period to see where the projects overlapped. The major overlap was through the bike tags, something that the Enforcement team put as a top priority for their groups' goals, in order to enforce the biking Laws on Grounds. The Education team mainly focused on the content on the bike tags, content of the Facebook page, and content of the flyers that will be distributed to students.

Our main goals of the Fall 20111 semester were 1. Flyering around Grounds 2. Tagging Bikes, 3. Implement Social Media Page, 4. Freshman Orientation Speech. Many efforts were made to properly execute and implement these goals, unfortunately due to time restraints and funding our success was found in flyering and social media. As of now flyers have been designed and printed and a facebook page has been implemented and is waiting on approval by Parking and Transportation. Due to insufficient funding tagging of bikes will be left to Parking and Transportation. Due to time restraints Freshman Orientation committee denied us a time slot to advocate our mission to incoming students.

Introduction

With the increasing demands for sustainable practices of transportation, many value the use of alternative means to get from point A to point B. However, there is a lack of resources available to the average commuter on what is the best mode of transportation suitable for their lifestyle. Although projects and organizations have been developed to target sustainable modes of transportation, there's been a deficiency of progress due to a lack of exposure to the average American on sustainable alternatives. Our job is to educate the community, particularly the University of Virginia community, on bicycling in particular that will enable the average student to capitalize on an alternative means of transportation around Grounds.

In our project, we hope to enhance the awareness of alternative means of transportation around the University. We shall address how much people actually know about bicycling "rules of the road," safety, and the sustainable benefits of bicycling. We will work with the Enforcement Team, Parking & Transportation, and hopefully the Office of Orientation and New Student Programs on advocating bicycling on Grounds. In order for this goal to be achieved, we need proper funding from the University and an understanding that bike safety is, in fact, a major concern of UVA students. We will look to Parking & Transportation for their support to convince the University that bicycling can be a safe practice and is worth an investment for "green-er" transportation throughout Grounds. We will also look to them for funding, which will be necessary for our tangible approaches of awareness, such as flyering and bike tagging.

After weighing our initial proposed concepts, we decided to concentrate on four major approaches that we felt would be the most effective at educating the University community.

Four Project Goals:

1. Flyering
2. Tagging Bikes
3. Facebook page: "Biking @ UVA"
4. Three minute speech at Freshman Orientation

On any given day at UVA, multiple outreach organizations, fundraisers, and event promoters, are passing out flyers, selling tickets, or promoting a cause on the sidewalks surrounding the Lawn in a method known to most as "tabling." This area is an epicenter for traffic around central grounds with entrances to 3 high-occupancy buildings facing this location. From experience of others and the college environment at hand, flyering became our top goal. Following flyering, the idea of tagging became a priority to the group through the help of Parking and Transportation. They conveyed the problem concerning illegally parked bikes around Grounds and the possible tagging system. We decided to hone in further by coming up with our own design for the system. We also created posters to display inside UTS buses due to the high volume of students who use the bus system daily. These posters will inform students of biking safety tips as well as educate them on the sustainability of biking as an alternate form of transportation.

Our group, as well as most of our intended audience, comprised of young adults, we felt strongly that social media would be an extremely effective way to educate the UVA community. Therefore, a Facebook Page, "Biking @ UVA" was proposed. Our final goal, a speech at Freshman Orientation, was made in order to reach a total different audience. This goal would allow the group to get our "education" message our very easily, effectively, and to a large number of incoming students at once. We wanted to capitalize on this mass outreach possibility.

Jasmine Drake was responsible for contacting Parking & Transportation concerning flyer design, content, and funding, as well as the permission and implementation of the "Biking @ UVA" Facebook page. Bergen Hubert was in contact with the Office of Orientation and New Student Programs concerning the Fall

Orientation time slot approval and content, and Cally Pirrung was working with the Enforcement Team on the "enforcement" and "education" of illegally parked bikes and proposing a tagging system as well as being in charge of creating designs for the bike tags, flyers and posters.

Flyers

Jonathan Monceaux is our current and ongoing mentor for initiating our educational endeavors and has provided our team with crucial information on bicycling rules, previous projects, and useful social media. We consulted with Jon via email about creating flyers and passing them out around grounds. Jon liked this idea. Upon meeting with Jon we showed him a generic flyer design as you can see in *Figure 1*. We intended on creating more potential flyer to give to Jon if he like proposed design. Through these educational flyers, we hope to inform students of the various benefits of bicycling as well as the precautions that must be taken when riding a bike. Below is the content we expected to put in these flyers.

Flyer Content:

- "Biking Tips and Reminders": UVA Parking and Transportation webpage
- Links to social media pages concerning biking and Enforcement Team's Bike Safety Quiz
- Biking events around Grounds/Charlottesville
- Biking statistics: http://bikesbelong.org/resources/stats-and-research/statistics/

While meeting with Jon we also showed him our design for tagging bikes. Due to the fact that Parking and Transportation already had created bike tags, that dealt more with Enforcement rather than Education, as you will read below, he decided to take our bike tag design and make it into a flyer. You can see our design in *Figure 2*.

The front of the flyer will also provide students with two QR codes (See *Figure 3*), allowing them access information using a phone capable of QR-code scanning. A QR code is a two dimensional matrix barcode that can be scanned by smartphones, which immediately takes the user to a directed webpage. This particular QR code will take students straight to a map, showing he or she where bike racks are located, as well as where bike lanes are provided. The back of the flyer will provide a QR code to the Enforcement Group's Bicycle Safety Quiz.

The flyers will cost money to print and produce, but Jonathan stated, "I'm pretty confident I can secure funding for that." This was discussed in a meeting on November 17, 2011, and a finalized flyer design was completed and sent to us (See *Figure 4*). This is a simplified version of our original design and includes our QR code. In an email following this finalization, 200 copies were printed and a "tabling" date is still to be decided. As you can see in Jon's email in the appendix, he would prefer to flyer in the Spring of 2012 rather than this semester as the warmer weather will be more prone to biking. In our response, we offered to complete this task in the Spring 2012 for Parking and Transportation outside of Global Sustainability's responsibilities.

As mentioned earlier, we feel that it would be most effective to reach students by passing these flyers out by "tabling" on the lawn due to the amount of traffic that flows through this area. We also feel that it would be most effective to pass this information out at the dining hall due to the high traffic of students.

When presenting Jon with the original flyer we created in *Figure 1*, he liked our idea and visual and asked us to create advertisement posters for Sustainable Biking to put in the UTS buses that run around Grounds. Besides the original in *Figure 1*, we came up with our first version of an ad in *Figure 5*. This is educational to students, showing them the sustainability of riding a bike around Grounds rather than a bus. These numbers came from two websites, referenced in the bibliography, that state: "riding in a mass transit bus that is ¼ full is equal to .75 lbs of CO_2 per passenger per mile and that the average person that is

moderately biking burns 50 calories per mile." We mapped the distance from Scotts Stadium to the corner to be a mile. Therefore the average person biking burns 100 calories going from the Stadium to the Corner and back while riding the bus emits 1.5 lbs of CO2.

Our first version of the ad is seen in *Figure 5*, however Jon asked us to delete the QR code from the design and to make the image have a .5 inch margin to account for the brackets that border the poster inside the buss. The image was all formatted to be 11x17 inches, which you see in *Figure 6*. Currently, Jon has a low-resolution final version of the image due to the fact that it cannot be sent over email. The high-resolution image will be taken to him via USB on Monday the 12th of December.

Tagging Bikes

The idea of the bike tags was to have them be smaller and more detailed flyers that can easily be attached to a bike either on the frame or handlebars by an elastic string or cutout hole and will be used as a way to directly market to the biking community on Grounds. *Figure 1* represents the original design we created for the bike tags. However you Parking and Transportation already created bike tags that they intended to be less educational and more about enforcement which you can see in *Figure 7*. These tags are not permanently attached to the bike. The biker can easily take them off to store or recycle. The front of the bike tag will inform a student that their bike is parked in the wrong spot and further direct the biker to a correct parking zone. The back of the tag will contain short safety tips, "rules of the road" (http://www.vdot.virginia.gov/programs/bk-laws.asp). We are hoping to convince Parking and Transportation of the need to use links to direct students to the Parking and Transplantation website, the "Biking @ UVA" Facebook page, and the Enforcement Team's Bike Safety Quiz via QR codes or website URLs. This would play a crucial role in expanding student's knowledge about biking around Grounds. Jon provided positive feedback concerning our enhancements to the tags, especially adding a QR code. In the meeting on November 17, 2011, a decision was made to only perform one round of tagging, allowing funding for only Parking and Transportation's initial design and action. Trying not to barrage bikers and ultimately discourage biking, we felt like this was a good idea. Our suggestions and influence will hopefully make it into the final edit of Parking and Transportations Tag Design and maybe ones to come in the future.

Social Media

As of 4:58 pm on December 8, 2011 approval for a Facebook page sponsored by Parking and Transportation is pending. Mr. Monceaux is contacting his staff about making a potential Facebook page, but we plan on designing the proposed page to supplement our Final Report. A staff member at Parking & Transportation would be responsible for posting links and information on the Facebook page initially, but with our confidence in biking's popularity, a student volunteer willing to manage the site should not be difficult to find. Once the Facebook page is "liked" by a user, it becomes linked to his or her homepage, where he or she will be able to receive status and post updates.

"Biking @ UVA" Facebook Content:

- Promoting Parking & Transportation sponsored events
- Links to news and articles on bicycling locally/in relative localities
- Links to our other Biking Teams work (Encouragement Team events, Enforcement Team Safety Quiz, etc.)
- Other information: bike-share program updates, environmental/economical/health pros to biking, local bike shop promotions, bicycling clubs and events, etc.

The Facebook page, seen in *Screenshots 1&2*, is a proposed model of how the Education group would like to meet our goal. Each Facebook post is a post displaying links to blogs, news articles, bicycling rules, and any website that will educate the University community about bicycling. Members of the social network

who “like” the page will automatically receive social updates on their homepages from the Biking @ UVA page. When people log on to their Facebook page, the first thing they encounter is a listing of social updates posted by friends and fan pages they liked. By using Facebook as an outreach tool to students, there is a guarantee that students will be more aware of current bicycling news and events on Grounds. Catherine, Bergen, and Jasmine will measure the success of the page based on the amount of “likes” received on the page, followed by a survey that will be posted on the wall of the page. The content of the Biking @ UVA page was chosen based on the necessity for awareness of biking at the University.

There is a constant need for awareness about biking workshops, safety rules, and any events that will encourage bikers on Grounds to continue biking. By putting links as status updates on the Facebook page, people are more likely to know what is going on at the University and other biking organizations will be promoted through the page. Also, people who like the page can connect to other bikers on Grounds, which is something that will enhance biking sustainability because more awareness can be made about the page and opportunities to learn about biking.

The administrators of the Facebook page are Jonathan Monceaux and the Education team. Jasmine, Bergen, and Catherine got in contact with Jonathan about transferring administrative duties to someone in his staff once the Global Sustainability course is completed for the Fall 2011 semester. Jonathan stated his staff will not take over the Facebook page, but he will remain as an administrator so he can monitor the information posted on the page. A student will be required to continuously publicize events sponsored by the Parking & Transportation Department at the University of Virginia on the Biking @ UVA page, include events occurring in the Charlottesville community, and post any updates about workshops/programs for bicyclists at UVA. Examples of past workshops that could have been posted on the Biking @ UVA page are the Chain Care and Flat Repairs clinic on November 9, 2011 and the Winter Apparel Discussion. These are examples of events that could have had more attendance if people were aware of the events occurring. Thus, the Facebook page can publicize more events such as these.

Freshman Orientation

Contact was made concerning a Fall Orientation time slot to the Office of Orientation and New Student Programs. We hoped to convey our message to incoming freshman, ultimately establishing an annual event and full student body awareness by the time of the bike share program’s implementation. The duration of the speech would not have exceeded three minutes, but we were flexible and prior to Orientation and New Student Programs’ response, we had proposed content.

Proposed Speech Content:

“Welcome class of 20__! I’m here on behalf of Parking and Transportation today to let you know about biking around grounds and where you can seek more information. We have a Facebook! Just search “Biking at UVA” and you will see our logo (point to logo/show logo). Like us!
On this Facebook, you will be updated on biking news, events around grounds like Bike Week or other sustainable events, Parking and Transportation updates, and even bike trips organized by your new peers and clubs here at the University.I’m also here to inform you, that there is more to just wearing your helmet when riding a bike, here on Grounds or anywhere for that matter. You are in a new environment with a million people, moving in a million different ways. We cannot stress enough the importance of bike safety, not only for you as a biker, but as a pedestrian and driver here at UVA.
Here is a link on the screen to VDOT’s bike safety rules, but it is also on our Biking @ UVA Facebook. There you will also find a link to a “Bicycle Safety Quiz,” created by our fellow classmates, and we strongly encourage everyone to take it. And remember you can find all of this information and more on events around Grounds on Biking @UVA Facebook! Also look for us “tabling” around Central Grounds!
Thanks and enjoy your first year!”

A friendly address to our peers is what we were looking for. The intent was to make bicycling relative to the entire student body. At some point in every student's time here at the University, "Biking @ UVA" will be of use to them, whether it be as a motorist, pedestrian, or biker. Our intention was to make bicycling a part of all incoming freshman's student life in one way or the other, or at most inform them on the safety and opportunity.

On a projected screen, we hoped to display links to our information websites (See screenshot 4):

- http://www.vdot.virginia.gov/programs/bk-laws.asp
- "Biking @ UVA" Facebook
- Enforcement Group's Safety Quiz

In a response email (See Appendix), Robert from the Office of Freshman Orientation turned our offer down, saying Freshman Orientation tries to limit the amount of information given to students during this time to the "need to knows."

Conclusion

Success will be measured after our four goals have been implemented. We have high hopes for the "Biking @ UVA," and feel that social media is the best way to engage a college community. We will identify key feedback from students who "Like" the page, and we will maintain the page until it is passed on to Parking and Transportation or a new manager. We will also suggest moving forward with other social media outlets, such as twitter. We believe social media is one of the most effective ways to engage the University community, and find it especially necessary with a new bike-share program implementation. Our tagging and flyering systems are going to be crucial marketing tools to not only promote biking events but to also link students to our other avenues of educational outlets as well as Jon's proposed UTS outreach campaign. We will be able to measure the success of these implementations by using technology to see how much traffic we are driving to the Parking and Transportation website during the Education Campaign as well as how many interactions we obtain through the QR code. We are beginning to feel that our hardest task will be obtaining a Fall Orientation time slot. Fall Orientation is extremely planned and touches on the "need-to-knows" of the University. We are going to need to convince our speech's importance to the Office of Orientation and New Student Programs.

Looking forward beyond our projects time period, we would like to pass on some suggestions for UVA Parking & Transportation or future classes to work on. We believe that when the new bike sharing system is installed around campus an "App" for "Biking @ UVA" should be installed for smart-phones. This would provide biking education, parking maps, available parking, and emergency/warning information to the UVA community "on-the-go." However, until this "App" is created, we suggest maintaining the "Biking @ UVA" Facebook page, and possibly the uses of other social media, such as twitter, to update students about biking changes occurring around Grounds.

Future Work Section

The prospective goals for next semester and future year are essential for the continued efforts towards sustainable biking at the University. Next semester, the Education team hopes to pass our efforts to a member of the Green Grounds Group, a Contracted Independent Organization. This group has a long history working with bikes at the University and was established for the purpose of encouraging biking on grounds. Jonathan Monceaux stated that it is best if a student takes administrative responsibility for the Biking @ UVA Facebook page and maintains the page. He believes the page is separate from the Parking &

Transportation, so it should be run by students. However, we intend to upkeep this duty until, hopefully, it has fully been passed over to the Green Grounds Group.

Also, the bike tagging will be fully implemented next semester. Jon stated his department would distribute the bike tags to enforce and inform students on the "rules of the road." If a student is parking in the wrong parking area or did not register their bike on Grounds, the tags will be put on the bike to help make students aware of what is appropriate. This would be considered part of the enforcement teams duties rather and education.

Although the Global Sustainability course will be over this semester, the Education team will be in contact with Green Grounds and Parking & Transportation to be up to date about the Facebook page, tagging, and the flyers. There is not a set date on when the flyers will be put on the UTS buses, but there is a hope for the flyer designs to be finalized by Jonathan before the end of January 2012 so the flyers can be placed on the inside of the UTS buses. Jon finalized the flyers and we as a team have offered to distribute the flyers in the Spring 2012 as mentioned before. However, if an opportunity arises to pass this duty onto the Global Sustainability class next semester, we intend to do so.

All of the efforts from this project will be transferred over to Jon or a member of the Green Grounds Group next semester as well as future sustainability advocates. We hope that interest in biking sustainability will rise after flyer distribution, resulting in a huge success for the Education team. Freshman Orientation will not be achieved because a representative from the Office of Orientation stated that his office tries to limit any information given regarding "need-to-knows" and academics to the freshman. We hope that with our flyers, UTS Posters, and Facebook page that we will have better educated the UVA Community on biking around Grounds, as well as expose more people to the Enforcement teams survey. With the progress made overall this Fall 2011 semester, the Education team will have achieved its goals to make the UVA community more aware of biking education.

Lessons Learned

Biking at the University of Virginia is a trendy, sustainable means of transportation, but there is a lack awareness concerning the benefits of biking on Grounds instead of using the bus or driving a car. We felt that the poster for the UTS bus best exemplified this ideal by providing statistical evidence of biking as opposed to riding the bus.

Some of the barriers the Education team had to overcome in developing the project design were mainly the practicality of each of the proposed goals and making sure the project did not overlap a lot with what other teams were doing. There were many goals proposed in the beginning of the semester that were being brainstormed but we learned to focus on what could actually be implemented within our limited time frame. The time frame was one of the main challenged our team had to overcome.

For example, it takes months and months of planning, presenting and convincing to get a speech at orientation or a mandatory survey for incoming students approved. Therefore, we had to eliminate some of our ideas from the start. However, if UVA does implement the new Bike Share program where each student will have access to a bike we feel it will be extremely necessary to have some sort of mandatory education of biking rules of the road for safety reasons. This sharing program will give even those who many have never ridden a bike outside their confided driveway access to riding on public roads with many buses, cars and pedestrians. However, because UVA is such a larger Public Institution, we learned that change happens slowly.

We overcame this challenge of time by focusing in on which of our goals we could do within our time constraint, which was create flyer designs to pass around Grounds, to create poster designs for UTS

buses and to implement a “Biking @ UVA” page. Our goals that did not get implemented were distributing bike tags and organizing a speech at Freshman Orientation. Bike tags had already been completed by UVA Parking and Transportation to be distributed as an enforcement tool rather than an educational tool and we heard back from those that ran Orientation that our speech was not a feasible option in the near future.

Our team made many strong efforts this semester of Fall 2011 and were very successful at implementing our goals. We feel that if we were to do it again, we would have made better efforts to reach out to various student organizations around grounds such as Green Grounds CIO in order to pass our duties, such as the upkeep of “Biking @ UVA” to them. Jonathan Monceaux sent the contact information of the Green Grounds CIO so contact will be made with them in January 2012. More work will be done next semester to continue this project and get more students biking on Grounds. With our progress made, the initiatives can easily be continued by a new student at the University. Main duties include managing the Facebook page and keeping in touch with Jonathan Monceaux about various programs/ideas for biking initiatives.

Change does not come over night, so there is a common understanding that it will take more time to gain more student support for Biking and spread awareness on the benefits of biking on Grounds. If there was more time, a concrete flyer design could have been posted on the UTS buses and there could have been a better push for a speech at Orientation. However, the Education team learned the importance of consistency with this project, and will pass on our project to another group, so that sustainability is continued throughout the University.

Figures

Figure 1: First Generic Flyer Design

ALWAYS REMEMBER
TO WEAR A

HELMET

UVA BICYCLE

Figure 2: Education Group Proposed Fyler Design (Front & Back)

Thank you For Biking!

Please be sure you are parked correctly- use the QR code below to take you to UVA's Biking Smart Map, showing all bike racks around grounds.

Remember to lock your bike and make space for others to park on the bike rack.

Also, remember to egistar your bike on the UVA's Police Department's Website.

Sincerely,
UVA Parking and Transportaion

UNIVERSITY of VIRGINIA
SMART Transportation Map
BICYCLE & TRANSIT

See back for more Biking Tips and Reminders.

UVA BICYCLE

BIYCLYLE TIPS AND REMINDERS:

- When riding at night, use proper lighting: white in front, red in back
- Always ride on the right side of the road, with the flow of traffic
- Obey all traffic controls: Stop signs, traffic lights and one-way signs
- Signal whenever turning, merging to another position or stopping
- Cyclists must yeild to pedestrians in crosswalks
- Cyclists are prohibited from wearing earphones while riding
- Bicycles should be parked and locked in the racks provided
- Registar your bike with University Police
- Wear a helmet!

For More About Biking Around Grounds Visit us on Facebook and Twitter:

- Facebook: www.facebook.com/BikeUVA
- Twitter: www.twitter.com/BikeUVA

Also, Please Complete the Following Survey to Learn More About How to Safely Bike Around UVA:

- Either copy this URL into your browser or scan the QR code below
- http://surveys.questionpro.com/a/TakeSurvey?id=2705569

UVA BICYCLE

Figure 3: QR Codes

Bike Survey QR code:

Bike Map QR Code:

Figure 4: Finalized Flyer Design by Education Group & Parking and Transportaion (Front and Back)

Figure 5: Education Group's Proposed UTS Flyer Design

Figure 6: Educational Group's Finalized UTS Flyer Design

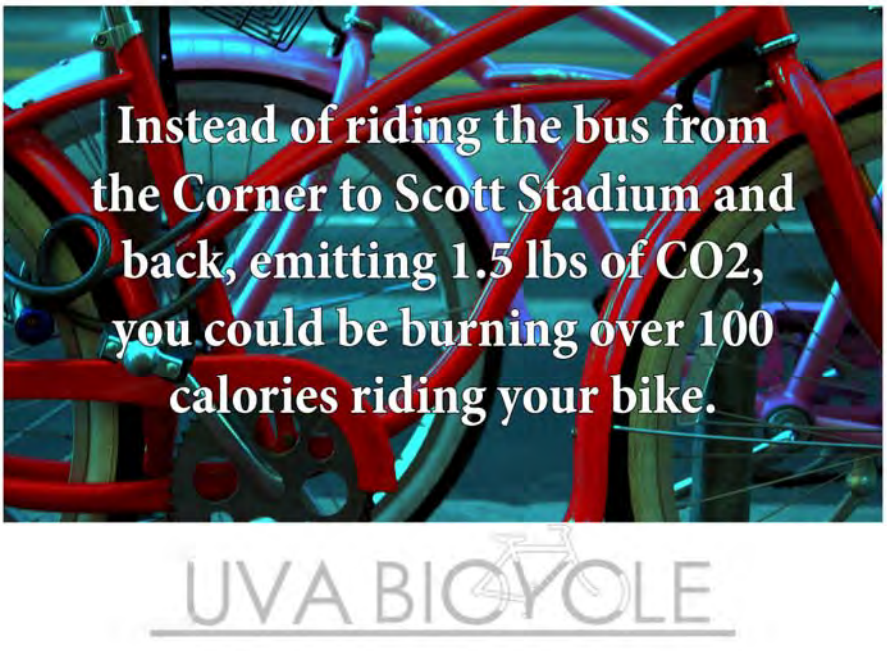


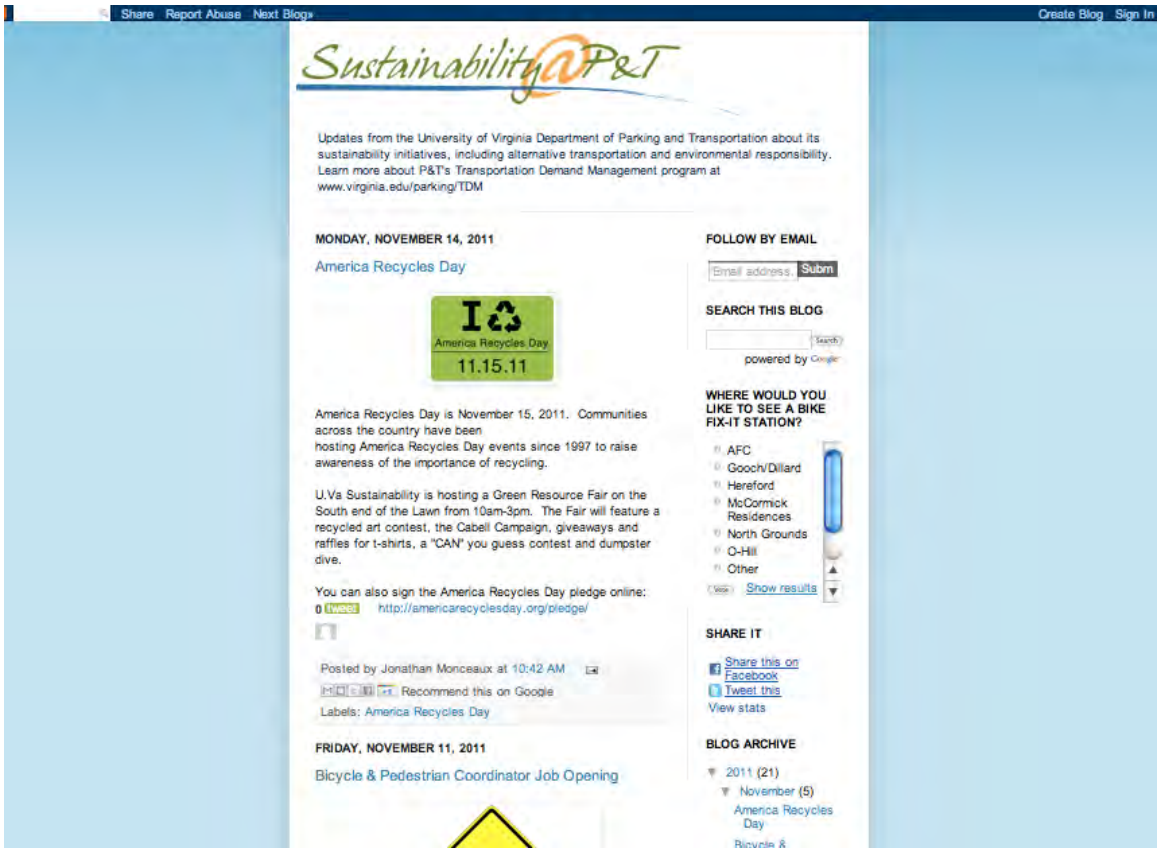
Figure 7: Parking and Transportation's Bike Tags (Front & Back)

SCREEN SHOTS

Facebook Screenshot 1: Initial View Upon Access to Site

Facebook Screenshot 2: Example Posts on Site

@P&T Screenshot 3: Sustainability @P&T Site Referenced on the Facebook Site



Orientation Screenshot 4: PowerPoint Slide to Display during Orientation

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APPENDIX:

PROJECT DEFINITION GUIDELINES

Team 1: Education

Design a education program that provides critical bicycling information to the largest number of University students. Work in conjunction with Team 4, Bike Charlottesville, Parking & Transportation and others to get the word out on road rules and safety information.

Bergen Hubert

Jasmine Drake

Cally Pirrung

EMAILS WITH JON MONCEAUX (P&T): SUBJECT: MEETING

Document 1:

From: Jasmine Drake [mailto:jrd2tw@virginia.edu] Sent: Sunday, October 09, 2011 8:47 AM To: jcm9ec@virginia.edu Subject: Education Team-Bicycling Sustainability

Jon Monceaux,

Greetings. My name is Jasmine Drake, and I am a current 3rd year student at the University of Virginia, taking the ARCH 2150-Global Sustainability course. Currently, I am working along with two other students on a project promoting education on bicycling and safety on Grounds. My team and I would like to provide the University community with resources educating them about bicycling on Grounds, but we would like to inquire about your past and current steps taken towards educating students and the Charlottesville community on bicycling safety, regulations, etc.

May you please answer the following questions below? This will help us figure out which initiatives we can focus on that have not been implemented yet by Parking & Transportation, as well as continuing your current efforts through another outlet.

1. Would it be appropriate for my team and I to make a Facebook page called “Bicycling @ UVA?”

-This is a prospective initiative my team has, but we would like to receive your feedback first.

2. What are the standard rules & regulation?

3. What are the university’s universal bike safety rules

4. What are the upcoming and current events being promoted by Parking & Transportation

Your feedback is appreciated.

-- Jasmine Drake

Document 2:

From: Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>
Date: Tue, Oct 11, 2011 at 3:12 PM
Subject: RE: Education Team-Bicycling Sustainability
To: "Drake, Jasmine (jrd2tw)" <jrd2tw@virginia.edu>
Cc: "White, Rebecca (rwc6j)" <rwc6j@eservices.virginia.edu>

Hi Jasmine,

My apologies for the delayed response but I hope the following information is helpful.

1. Facebook Page: This is an interesting idea. I'll need to run it by a few folks here first. We do currently have a blog online that covers a lot of our bike programs: http://sustainabilitypt.blogspot.com

2. The standard rules for cycling in Virginia can be found on VDOT's website (http://www.vdot.virginia.gov/programs/bk-laws.asp).

3. Some basic information about cycling at U.Va can be found on our website: http://www.virginia.edu/parking/TDM/active/bikeinfo.html

4. We don't have any current classes or events scheduled, but some of our previous offerings can be found here: http://www.virginia.edu/parking/TDM/class.html

a. We also participate in various sustainability events including Campus Sustainability Day, America Recycles Day, Clean Commute Day, Earth Week, and Bike Week. We've participated in Try Transit Week in the past but did not this year. We're also looking to participate in Bike and Pedestrian Awareness Week next year.

b. Our most successful offering was the "Bike Commuting 101" lunch and learn that we hosted in May (primarily for staff). I do have more lunch and learns budgeted so this could be something that your group could help organize and promote. Aside from this class, we've had a hard time getting people to attend the bike safety and maintenance classes.

I realize these responses are very general so please let me know if you have specific questions and I'll be happy to do into more detail if possible. You may also be interested in checking out the following resources:

1. SMART Transportation Map: http://www.virginia.edu/parking/documents/maps/Bike_Map_Web.pdf

2. University Bicycle Master Plan: http://www.virginia.edu/architectoffice/pdf/Bicycle_Master_Plan.pdf

3. UPD Bicycle Registration Program: http://www.virginia.edu/uvapolice/registration.html

I've also attached a hangtag program that we will are hoping to initiating this fall to discourage folks from parking their bikes illegally.

One thing that we are lacking are postcards/flyers that we can distribute at events and when tabling that have bike safety information and where to find repairs/equipment. This is somewhat contained in the

SMART Transportation Map but I think something that is more focused would be beneficial. We used to have these (provided by BikeWalk VA) but are out and don't expect to receive anymore.

Best,

Jon

Document 3:

From: Jasmine Drake [jrd2tw@virginia.edu]
Sent: Monday, October 24, 2011 9:38 PM
To: Monceaux, Jonathan (jcm9ec)
Subject: Update for Education Project for Biking

Jonathan,
Greetings Jonathan. This is Jasmine Drake from the Education group. I wanted to ask if you've received any updates from your staff about a possible Facebook page being created by Parking & Transportation to promote Parking & Transportation's updates and upcoming events?

Also, I wanted to ask about current flyering options. Is Parking & Transportation willing to create new flyers that could inform University students about where to receive updates on biking events (such as a facebook page or the sustainability blog) and information on safety?

I think if we posted safety information and had links that would direct students to further information on safety and reasons for bicycling on Grounds as an alternative on the flyer, then the students would more likely want to participate in the events held by Parking & Transportation.

Your feedback is appreciated.
--
Jasmine Drake

Document 4:

From: Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>
Date: Mon, Oct 24, 2011 at 11:11 PM
Subject: RE: Update for Education Project for Biking
To: "Drake, Jasmine (jrd2tw)" <jrd2tw@virginia.edu>

Hi Jasmine,

I apologize for not getting back to you sooner. I still need to check with some folks about the Facebook page.

As far as the flyers, I'm pretty confident I can secure funding for that. Does your group plan on designing something, or is that something you'd like to work with me on? Are you thinking of bus ads (for UTS buses) and flyers that would be handed out at events and tabling sessions?

I manage the P&T website, so if you think we should come up with something better than what currently exists (www.virginia.edu/parking/TDM/active/), which I'm sure we can do, just let me know. I came up with

this content years ago so I'm open to a new concept.

Best,
Jon

Document 5:

From: Jasmine Drake [mailto:jrd2tw@virginia.edu] Sent: Sunday, October 30, 2011 11:40 AM To: Monceaux, Jonathan (jcm9ec) Subject: Update

Jonathan,

Greetings Jonathan. Just want to confirm that you received my first email about the website and flyering. My group can definitely work with you on the flyering design and we want to potentially use a social media outlet (twitter, tumblr, facebook) to link to the P & T blog and website.

Let me know your feedback. Once you confirm, we could set up a meeting to discuss the logistics of making the design for the flyers, etc.

Thanks for your help and support for my group. We appreciate it.

-- Jasmine Drake

Document 6:

From: Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>
Date: Mon, Oct 31, 2011 at 9:52 AM
Subject: RE: Update
To: "Drake, Jasmine (jrd2tw)" <jrd2tw@virginia.edu>

Hi Jasmine,

Parking and Transportation has avoided social media outlets in the past due to the amount of negative feedback we receive via e-mail, phone, and in person (even at events where we're promoting cycling…not permits). Even with the focus on cycling, we still anticipate negative feedback from users in regards to inadequate bike parking, limited bike lanes, etc. – all of which we are working to improve. With that said, I have a few questions on the management of such an account:

1. Who will be responsible for providing regular updates?
    a. If you all are planning on managing this account, who assumes responsibility once your class in complete?
2. How frequently would this profile be updated?
    a. What is the main focus? Safety and maintenance tips, upcoming events, new additions to Grounds, etc.?
3. How do you anticipate responding to negative input?

I'm not sure if you've researched other social media accounts created by U.Va Business Operation units, but they've seen mild success. Some to check out are:

U.Va Dining

- Tumblr: http://uvadining.tumblr.com/
- Twitter: http://twitter.com/#!/uvadining
- Facebook: http://www.facebook.com/uvadining
- Blogger: http://uvagreendining.blogspot.com/
- Foursquare: http://www.facebook.com/pages/UVA-Bookstores/267796366658
    - O-Hill: https://foursquare.com/v/ohill-dining-hall/4ba2675af964a52075f537e3,
    - Newcomb: https://foursquare.com/v/newcomb-hall/4bd04fbfcaff9521c088cef0
    - Runk: https://foursquare.com/v/runk-dining-hall/4bc4ab0c74a9a593d126d6f6

U.Va Bookstore

- Twitter: http://twitter.com/#!/UVABookstores
- Facebook: http://www.facebook.com/pages/UVA-Bookstores/267796366658
- Foursquare: https://foursquare.com/v/uva-bookstore/4b90231af964a520d67733e3

U.Va Housing

- Facebook: http://www.facebook.com/UVAHousing
- Twitter: http://twitter.com/#!/UVABookstores
- Wordpress: http://uvahousing.wordpress.com/2010/04/21/welcome-to-the-uva-housing-division-blog/

John Paul Jones Arena

- Facebook: http://www.facebook.com/johnpauljonesarena
- Twitter: http://twitter.com/#!/JPJArena
- Foursquare: https://foursquare.com/v/john-paul-jones-arena/4ad4f29cf964a5208a0021e3

Others:

U.Va Sustainability

- Facebook: http://www.facebook.com/pages/UVa-Sustainability/34071739079
- Twitter: http://twitter.com/#!/sustainableuva

Charlottesville Area Transit:

- Facebook: http://www.facebook.com/CharlottesvilleAreaTransit

Bike Charlottesville:

- Facebook: http://www.facebook.com/bikecville

Blue Ridge Cyclery:

- Facebook: http://www.facebook.com/blueridgecyclery1

C'Ville Bike and Trl:

- Facebook: http://www.facebook.com/cvillebikeandtri

Zipcar at U.Va: http://www.facebook.com/zipcaruva

We also have Foursquare locations for our Zipcars but they haven't had any check-ins to date.

I regularly meet with the marketing coordinators of the other business units. We've discussed the possibility of working together on programs using SCVNGR or Foursquare (much like JMU does: https://foursquare.com/jmu) but as of yet nothing as materialized. The biggest concern is the ROI of investing the time into coordinating something like this if it yields very little activity.

I'm not at all opposed to using social media, I actually have several accounts that I use throughout the day. I've presented the idea to our administrators before, but was met with many of the points I've listed above. This is how we ultimately ended up with a blog, which typically don't have the traction of other outlets. I think we need to determine many of the logistics of creating an effective outreach campaign.

Let me know when you all would like to get together to discuss the flyers and the potential social media outlet.

Best,Jon

Document 7:

From: Jasmine Drake [mailto:jrd2tw@virginia.edu]
Sent: Tuesday, November 01, 2011 8:28 AM
To: Monceaux, Jonathan (jcm9ec)
Subject: Re: Update

Jonathan,

Greetings. We would like to meet you within the next two weeks to discuss the flyer design. When would you be available to meet? Where is your office located?

During that meeting, we can discuss everything in regards to flyers and social media.

–
Jasmine Drake

Biology Major, B.A.

Global Sustainability Minor

Lorna Sundberg International Center, Program Assistant
ASCIT Language Lab, Student Employee

University of Virginia, College of Arts & Sciences
Class of 2013

Document 8:

Hi Jasmine,

If we can meet between 8am-5pm during the week that would be ideal. Let me know if that won't work for your group. My office is located off of Millmont Street, behind the Barracks Road Shopping Center. It's a bit of a distance so I don't mind meeting you all somewhere on Grounds.

Would sometime on Friday work for you all?

Best,
Jon

P Please consider the environment before you print

Document 9:

---------- Forwarded message ----------
From: **Monceaux, Jonathan (jcm9ec)** <jcm9ec@eservices.virginia.edu>
Date: Mon, Nov 7, 2011 at 3:13 PM
Subject: RE: Meeting
To: "Drake, Jasmine (jrd2tw)" <jrd2tw@virginia.edu>

Hi Jasmine,

Sure. I'm also available on the 17th, most of the 16th, and the 11th. If you need any other dates I can provide more detail.

Jon

P Please consider the environment before you print

*Meeting was set up for the 17th

NOTES FROM MEETING WITH JON MONCEAUX

Notes:
Social Media:
How do we manage the negative feedback?
-Make a Facebook page "Bike @ UVA" but not have it affiliated with Parking & Transportation
-We can maintain the page until we find someone who can take over the management of the Facebook Page

Bike Tag
-Parking & Transportation could have someone potentially continue the social media website

-Send Jon the bike tag so he can put it on his template
-Jon would have a bike enforcing tag that says "You will be empounded, etc." and we will have our educating tag

Flyer
Come up with two 11 X 17 landscapes.
Two bus ads
-QR codes on bulletin board ads.

½ inch for top and bottom where bracket goes for the flyer

To do:
Send Jon template to make double sided tag

-Double sided flyers
-Come up with a landscape design for ads and buses
-Start the Facebook page
-Come up with a “Bike @ UVA logo”

Flyer:
-Design with a diagram, circle showing a “Sustainable” diagram,.
-If you wrote a bike
-Riding bike from Chem to Garrett burns this many calories.
-Tackle employees.
-Riding bike saves this much energy, saves energy.

-Possibility: Getting flyers on O’Hill LCD screen

P & T will participate in Bike Week and use our flyers for the event next year.

We will wait for feedback.
Ask Jon to send us his tagging

FOLLOW UP EMAILS AFTER MEETING WITH JON

From: **Bergen Hubert** Hide
Subject: Flyers Inbox - Gmail
Date: December 2, 2011 10:46:28 AM EST
To: jcm9ec@eservices.virginia.edu
Cc: Jasmine Drake , CALLY PIRRUNG

Jon,

These look great! Anyway we could get them printed to pass out before classes end on Tuesday?

Jasmine has made a prospective Facebook page. http://www.facebook.com/pages/Biking-at-UVA/249899801738158 It is private right now, but we wanted to send this over to you to get your opinion.

Thanks so much,

Bergen

From: **Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>**
Subject: RE: Flyers
Date: December 2, 2011 12:46:49 PM EST
To: Bergen Hubert
Cc: Jasmine Drake , CALLY PIRRUNG

Hide
Inbox - Gmail 2

Hi All:

I've submitted the flyer order for a total of 200 flyers to start with. I'm awaiting confirmation on when they can be completed.

I think the Facebook page looks great. I'm due to meet with our Associate Director this afternoon to bring him up to speed. Are you able to make me an admin on that page?

Best,
Jon

P Please consider the environment before you print

From: **Jasmine Drake**
Subject: Re: Flyers
Date: December 2, 2011 2:31:44 PM EST
To: Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>
Cc: Bergen Hubert , CALLY PIRRUNG

Hide
Inbox - Gmail 3

Jonathan,

I will add you as a friend and make you an administrator of the Facebook page.

--
Jasmine Drake
Biology Major, B.A.
Global Sustainability Minor
Lorna Sundberg International Center, Program Assistant
ASCIT Language Lab, Student Employee
University of Virginia, College of Arts & Sciences
Class of 2013

From: **Jasmine Drake**
Subject: Re: Flyers
Date: December 2, 2011 2:33:38 PM EST
To: Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>
Cc: Bergen Hubert , CALLY PIRRUNG

Hide
Inbox - Gmail 4

Jonathan,

The username and password for the Facebook page is:

Username: BikingatUva@gmail.com
Password: Bikingatuva

On Thu, Dec 1, 2011 at 2:53 PM, Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu> wrote:

> Hi Bergen,
>
> I've attached the first draft. You'll notice that all the links on it (other than the QR code) reference www.virginia.edu/parking. I thought this would be easier to remind and transpose. What I can do is add a link to the main page, or even swap out the slideshow which currently features Zimride, when these start to go out. That way, if a student gets the flyer and remembers to visit www.virginia.edu/parking, they'll immediately find the option to take the survey and download the SMART map.
>
> Let me know what you all think. The design is not set in stone, but I did try to make it look similar to the hang tags that we'll issue later.
>
> Best,
> Jon
>
> P Please consider the environment before you print

From: Bergen Hubert [mailto:beh2sa@virginia.edu]
Sent: Wednesday, November 30, 2011 2:31 PM
To: Monceaux, Jonathan (jcm9ec)
Subject: Flyers

Hey Jon!

I was just wondering if you had a chance to finalize some flyers that our team could pass out this or next week! Hope you had a nice thanksgiving holiday!

Thanks,

Bergen Hubert

From: CALLY PIRRUNG [mailto:callypirrung@gmail.com]
Sent: Tuesday, December 06, 2011 5:36 PM
To: Monceaux, Jonathan (jcm9ec)
Cc: Drake, Jasmine (jrd2tw); Hubert, Bergen (beh2sa)
Subject: Global Sustainability: Biking Posters for UTS Bus

Dear Jon,

I was not able to meet with you the other week, but my name is Cally and I am working with Bergen and Jasmine on Educating the University about biking on Grounds. I have attached a mock up of the poster that you requested for the buses. I am still going to work on a few more but I wanted to get you approval before I moved on.

Please let me know if you would like a certain font to be used and if you prefer to have a different UVA Parking and Transport logo.

Also, would you like all the posters to have QR codes leading to the survey or have some leading to a different website?

Our project is due this Saturday so we'd love to get this done for you before that. Also have you been able to print the flyers that you would like us to pass out around grounds? Bergen and I are able to before the end of the week if you have them ready.

We've had a great time working with you this semester, thank you for all your help!

Sincerely,
Cally Pirrung

REPLY:

Hi Cally,

I do have the flyers - sorry for the delay. Are you all planning on distributing them before the break or is this just for your final presentation? I think it would be more effective to distribute them when classes resume in January - or even later then temperatures become more conducive to cycling.

The poster looks fine, you just need to add .5 inch spacing on the top and bottom which will be covered by the mounting brackets. I wouldn't recommend QR codes on the bus ads as it is unlikely riders would be able/willing to scan the codes on their phones will the bus is in transit. The total size of the ad should be 11 inches tall by 17 inches wide.

It's been great working with you all as well. I'm always interested to hear what our students are able to come up with.

Best,
Jon

From: CALLY PIRRUNG [mailto:callypirrung@gmail.com] Sent: Friday, December 09, 2011 10:50 AM To: Monceaux, Jonathan (jcm9ec) Cc: Hubert, Bergen (beh2sa); Drake, Jasmine (jrd2tw) Subject: Re: Global Sustainability: Biking Posters for UTS Bus

Dear Jon,

I have attached the finalized version of the poster. It is 11 x 17in and the QR code was removed. I am happy to make more if you would like, please just let me know as soon as you can. The version attached is a low resolution version of the poster due to the fact that the larger more high def picture cannot fit in an email. I am happy to drop this by your office on a flash drive.

As for passing out the flyers, I agree that next semester would be ideal for passing them out. We are happy to do this for you next semester, however if there is another Biking @ UVA project within the Global Sustainability class next semester we will pass this duty on to them.

We also were wondering if you could send us a copy of the flyers you will be passing out in the Spring so that we can make our report complete. We will not be showing anyone but our teacher.

Thanks again for everything this semester and have a great holiday!

Sincerely,

Cally Pirrung

From: Monceaux, Jonathan (jcm9ec) <jcm9ec@eservices.virginia.edu>
Subject: RE: Global Sustainability: Biking Posters for UTS Bus
Date: December 9, 2011 2:26:30 PM EST
To: CALLY PIRRUNG <callypirrung@gmail.com>

Hi Cally,

A flash drive would be fine. Let me know when it is convenient for you to stop by. I can give you a few of the flyers as well for you to have for your presentation as well. I've attached the electronic version.

Hope you have a great holiday as well.

Best,Jon

From: CALLY PIRRUNG <callypirrung@gmail.com>
Subject: Re: Global Sustainability: Biking Posters for UTS Bus
Date: December 9, 2011 6:28:41 PM EST
To: Monceaux, Jonathan (jcm9ec) jcm9ec@eservices.virginia.edu

Dear Jon,

Those look great, thank you for forwarding to me.

I am happy to bring it to you whenever is best. I can bring it to you tomorrow if the office is still open or sometime after 12 on Monday. Let me know which is best.

Thank you!

Cally Pirrung

ORIENTATION EMAILS

From: UVa Office of Orientation <orientation@virginia.edu>
Date: October 31, 2011 9:21:24 AM GMT-04:00

To: Bergen Hubert <beh2sa@virginia.edu>
Subject: Re: Bike Safety/Information Time Slot

Hey all,

Thank you for you inquiry, but the Office of Orientation tries to limit new students to information concerning academics and "need-to-know." If you would like, you could contact Tim Eckert (tre8g) the Orientation Coordinator in ONSP and he could give you information about the possibility of having a presence at the resource fairs during the summer orientation sessions. I hope this information is helpful.

Best,
Robert

On Sat, Oct 29, 2011 at 5:21 PM, Bergen Hubert <beh2sa@virginia.edu> wrote:

Orientation and New Student Programs,

Here at the University of Virginia there is a lack of bicycling information (safety, "rules of the road", advocacy, events...etc). Through Phoebe Crisman's Global Sustainability course, a team of students are working on implementing a proper bicycling system at the University.

Our team feels the need to education incoming students on biking around Grounds. We feel as though the best way to reach these students would be through orientation in the fall. A couple minutes would be plenty of time to convey our message and spread awareness of our new Facebook "Biking @ UVa" page, flyering around Grounds, and encouragement to ride a bike!

Please, we would welcome any advice or possible opportunity through your scheduled events!

Thank you,

Bergen Hubert
Jasmine Drake
Cally Pirrung

Global Sustainability

RULES OF THE ROAD

All found on this website given by Jon:
http://www.vdot.virginia.gov/programs/bk-laws.asp

PAST REPORTS

Project Definition

Bergen Hubert, Catherine Pirrung, Jasmine Drake
Date: September 19, 2011

Section TA: Harsh Jain
Group: Education

Bicycling on Grounds and Beyond: Educating the Community on Bicycling

All over the country, people move from one place to the next through cars, buses, walking, and bicycling. With the increasing demands for sustainable practices of transportation, many people believe in using alternative means to get from point A to point B. However, there is a lack of resources available to the average commuter on what is the best mode of transportation suitable for their lifestyle. Although projects and organizations have developed to target sustainable modes of transportation, there's been a deficiency of progress due to a lack of exposure to the average American on sustainable practices, such as bicycling. Our job is to educate the community, particularly the University community, on bicycling and the possibility of a bike-share program that will enable the average student to capitalize on alternative means of transportation around Grounds.

In our project, we want to enhance the awareness of alternative means of transportation around the University. Our project will address the issues surrounding how much people know about "bicycling rules of the road," safety, and sustainable benefits of bicycling. Just to touch on a few specific ideas that we have, we are going to look into: tagging bikes with safety tips, requesting a five minute safety presentation during freshman orientation, bike safety on social media outlets, working with major safety organizations on Grounds, and trying to start a bicycle registration program that would require a quick safety quiz with some incentive.

To be specific on our prospective community partners for this project, we will work with the Encouragement team, Bike Charlottesville, Parking & Transportation, and hopefully a major organization such as Student Council to work on advocating for bicycling on Grounds. The majority of these organizations cater to the services of people who bike, use cars, and travel on buses. Student Council, a major government organization that caters to the needs of the University community, could advocate for safe practices of transportation, such as bicycling through the Environmental Sustainability Committee. Also, we could work with bike shops around Charlottesville to provide incentives for taking a University questionnaire on bicycling safety, such as 15% off a purchase at that partnering Bike Shop.

In order for this goal to be achieved, we need proper funding from the University and an understanding that bike safety is, in fact, a major concern for UVA students. We will look into Parking & Transportation for their support, as well as local Bike shops, to convince the University that bicycling can be a safe practice and is worth an investment for "green-er" transportation throughout Grounds. Funding will be necessary for tangible approaches, such as flyering and developing various events with the Encouragement Team. By implementing this project we can successfully reach out to the majority of University students, as well as create a sustainable University community.

Conceptual Design:

Bergen Hubert, Catherine Pirrung, Jasmine Drake
Date: October 3, 2011
Section TA: Harsh Jain
Group: Education

Bicycling on Grounds and Beyond: Educating the Community on Bicycling

Our job is to educate the community, particularly the University community, on bicycling and the possibility of a bike-share program that will enable the average student to capitalize on alternative means of transportation around Grounds.

In our project, we want to enhance the awareness of alternative means of transportation around the University as well as teach the community how to share the road with bikers and how to safely bike around grounds. Our project will address the issues surrounding how much people know about "bicycling rules of the road," safety, and sustainable benefits of bicycling. This includes teaching everything from basic signaling while riding to where to park your bike. Just to touch on a few specific ideas that we have, we are going to look into: tagging bikes with safety tips, requesting a five minute safety presentation during freshman orientation, bike safety on social media outlets, working with major safety organizations on Grounds, and trying to start a online bicycle registration program that would require a quick safety quiz with some incentive.

First, we will be creating a Facebook page for UVA Biking Around Grounds. This page will not only contain useful education about biking but will keep students aware of biking events going on around grounds. Here we will also promote our biking registration safety quiz which will provide incentives such as local bike store discounts etc. In conjunction with the Facebook page, we will contact Student Council, as we will hope to receive some feedback from organizations who've successfully implemented green initiatives on Grounds.

In order for some of these goals to be achieved, we need to find proper funding from the University and have an understanding that bike safety is, in fact, a major concern for UVA students. We will look into Parking & Transportation for their support, as well as local Bike shops, to convince the University that bicycling can be a safe practice and is worth an investment for "green-er" transportation throughout Grounds. Funding will be necessary for tangible approaches, such as flyering and developing various events. By implementing this project we can successfully reach out to the majority of University students, as well as create a sustainable University community.

We have provided a timeline of our next steps below. We believe the first priority is through social media because we do not have an immediate access to funding and not enough support. We intend to make a Facebook page to foster awareness and to spark interest on a large scale.

<u>Timeline (During Fall Break):</u>

1. Email Parking & Transportation:
   -Ask them if making a Facebook page is appropriate
   -Request information on current safety information/tips
      -What are the standard rules & regulations
      -What are the university's universal bike safety rules
      -What are the upcoming and current events being promoted by Parking & Transportation

2. Once we hear back from them, we plan on expanding on their current initiatives around Grounds by using more social media outlets as well as brainstorming alternative ways to reach students.

After receiving feedback and brainstorming, each member will choose an initiative to work on without compromising our own team's collaborative efforts. (i.e. creating the Facebook page, requesting speaking at student council, or creating and passing out flyers)

-As mentioned above, we have many ideas on how to reach our community and after talking with and better understanding the current initiatives of UVA Parking and Transportation, we can take our ideas to the next step.

Preliminary Report:

UVA BICYCLE

With the increasing demands for sustainable practices of transportation, many value the use of alternative means to get from point A to point B. However, there is a lack of resources available to the average commuter on what is the best mode of transportation suitable for their lifestyle. Although projects and organizations have been developed to target sustainable modes of transportation, there's been a deficiency of progress due to a lack of exposure to the average American on sustainable alternatives. Our job is to educate the community, particularly the University community, on bicycling in particular and the possibility of a bike-share program that will enable the average student to capitalize on an alternative means of transportation around Grounds.

In our project, we want to enhance the awareness of alternative means of transportation around the University. Our project will address the issues surrounding how much people actual know about bicycling "rules of the road," safety, and the sustainable benefits of bicycling. We will work with the Enforcement Team, Parking & Transportation, and hopefully the Office of Orientation and New Student Programs on advocating bicycling on Grounds. In order for this goal to be achieved, we need proper funding from the University and an understanding that bike safety is, in fact, a major concern for UVA students. We will look to Parking & Transportation for their support, as well as local Bike shops, to convince the University that bicycling can be a safe practice and is worth an investment for "green-er" transportation throughout Grounds. Funding will be necessary for tangible approaches, such as flyering and bike tagging.

After weighing our initial proposed concepts, we decided to concentrate on four major approaches that we felt would be the most effective at educating the University community.

Four Project Goals:

5. Flyering
6. Tagging Bikes
7. Facebook page: "Biking @ UVA"
8. Three minute speech at Freshman Orientation

Currently, Jasmine Drake is responsible for contacting Parking & Transportation concerning flyer design, content, and funding, as well as the permission and implementation of the "Biking @ UVA" Facebook page. Bergen Hubert is in contact with the Office of Orientation and New Student Programs concerning the Fall Orientation time slot approval and content, and Cally Pirrung is working with the Enforcement Team on the "enforcement" and "education" of illegally parked bikes and proposing a tagging system.

Flyers

Jonathan Monceaux is our current and ongoing mentor for initiating our educational endeavors and has provided our team with crucial information on bicycling rules, previous projects, and useful social media. Currently, we plan on working with him on a flyer design to pass out around Grounds, as well as post on UTS buses. At this point, we are currently scheduling an appointment with Mr. Monceaux to present a potential flyer design. Through these educational flyers, we hope to inform students of the various benefits of bicycling as well as the precautions that must be taken when riding a bike.

Flyer Content:

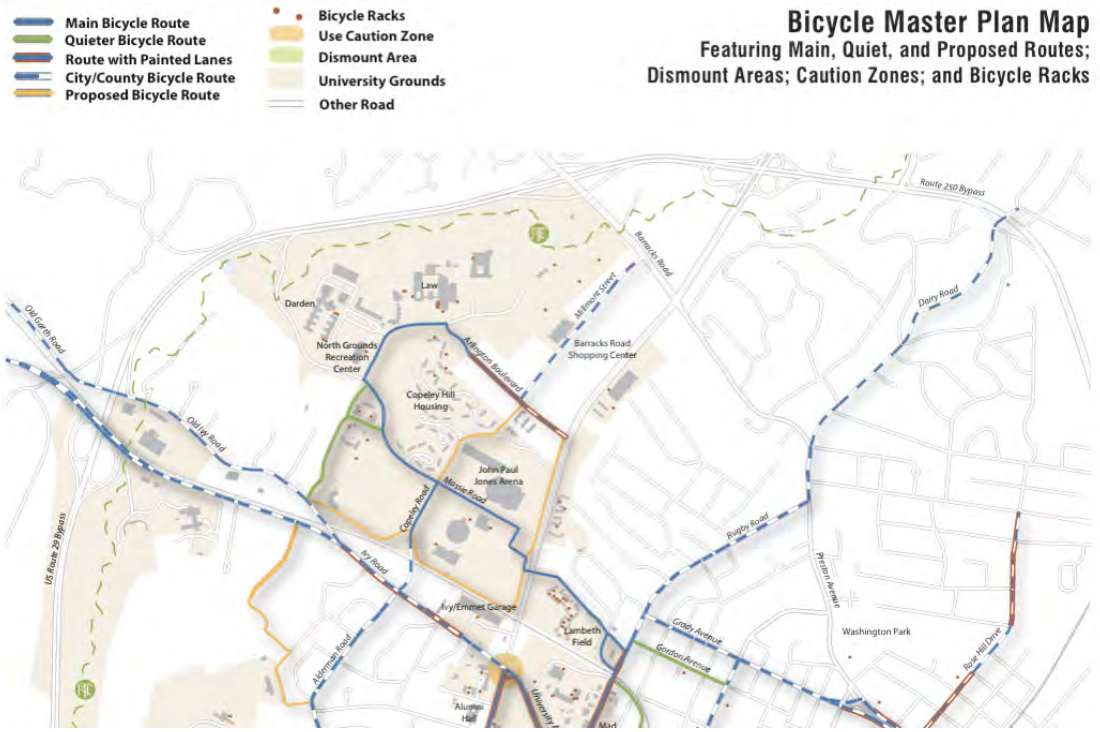
- "Biking Tips and Reminders": UVA Parking and Transportation webpage
- Links to social media pages concerning biking and Enforcement Team's Bike Safety Quiz
- Biking events around Grounds/Charlottesville

- Biking statistics: http://bikesbelong.org/resources/stats-and-research/statistics/

The flyers will cost money to print and produce, but Jonathan stated, "I'm pretty confident I can secure funding for that." We intend on discussing this further during our meeting next week.

Tagging Bikes

The bike tags will be smaller and more detailed flyers that can easily be attached to a bike either on the frame or handlebars by an elastic string or cutout hole and will be used as a way to directly market to the biking community on Grounds. The front of the bike tag will inform a student that their bike is parked in the wrong spot and further direct the biker to a correct parking zone. The back of the tag will contain short safety tips, "rules of the road", and links to direct students to the Parking and Transplantation website, the "Biking @ UVA" Facebook page, and the Enforcement Team's Bike Safety Quiz. The front of the flyer will also provide students with a QR code for them to scan with a phone capable of QR-code scanning. A QR code is a two dimensional matrix barcode that can be scanned by smartphones, which immediately takes the user to a directed webpage. This particular QR code will take students straight to a map (like the one below), showing he or she where bike racks are located, as well as where bike lanes are provided. Tagging bikes will need to be funded by Parking and Transportation or another Community Partner.



Social Media

Currently, approval for a Facebook page sponsored by Parking and Transportation is pending. Mr. Monceaux is contacting his staff about making a potential Facebook page, but we plan on designing the proposed page to supplement our Final Report. A staff member at Parking & Transportation would be responsible for posting links and information on the Facebook page initially, but with our confidence in biking's popularity, a student volunteer willing to manage the site should not be difficult to find. Once the Facebook page is "liked" by a user, it becomes linked to his or her homepage, where he or she will be able to receive status and post updates.

"Biking @ UVA" Facebook Content:

- Promoting Parking & Transportation sponsored events
- Links to news and articles on bicycling locally/in relative localities

- Links to our other Biking Teams work (Encouragement Team events, Enforcement Team Safety Quiz, etc.)
- Other information: bike-share program updates, environmental/economical/health pros to biking, local bike shop promotions, bicycling clubs and events, etc.

Freshman Orientation

Contact has been made concerning a Fall Orientation time slot to the Office of Orientation and New Student Programs. We hope to convey our message to incoming freshman, ultimately establishing an annual event and full student body awareness by the time of the bike share program's implementation. The duration of the speech will not exceed three minutes, but we are flexible and are waiting for Orientation and New Student Programs' response.

Speech Content:

- Introduction to bicycling on Grounds
- Very brief summary of the standard Virginia Department of Transportation bicycling "rules of the road"
- How to utilize the "Biking @ UVA" Facebook page to get notifications on events and its "home base" purpose for all of UVA students' biking questions
- Brief students on UVA bike registration, the "Bicycle Safety Quiz," and enforcement of incorrectly parked bicycles using tagging method

A friendly address to our peers is what we are looking for. The intent is to make bicycling relative to the entire student body. At some point in every student's time here at the University, "Biking @ UVA" will be of use to them, whether it be as a motorist, pedestrian, or biker. Our intention is to make bicycling a part of all incoming freshman's student life in one way or the other, or at most inform them on the safety and opportunity.

On a projected screen, we hope to display links to our information websites:

- http://www.vdot.virginia.gov/programs/bk-laws.asp
- "Biking @ UVA" Facebook
- Enforcement Group's Safety Quiz

Conclusion

Success will be measured after our four goals have been implemented. We have high hopes for the "Biking @ UVA," and feel that social media is the best way to engage a college community. We will identify key feedback from students who "Like" the page, and we will maintain the page until it is passed on to Parking and Transportation or a new manager. We will also suggest moving forward with other social media outlets, such as twitter. We believe social media is one of the most effective ways to engage the University community, and find it especially necessary with a new bike-share program implementation. Our tagging and flyering systems are going to be crucial marketing tools to not only promote biking events but to also link students to our other avenues of educational outlets. We will be able to measure the success of these two implementations by using technology to see how much traffic we are driving to the Parking and Transportation website during the Education Campaign as well as how many interactions we obtain through the QR code. We are beginning to feel that our hardest task will be obtaining a Fall Orientation time slot. Fall Orientation is extremely planned and touches on the "need-to-knows" of the University. We are going to need to convince our speech's importance to the Office of Orientation and New Student Programs.

Looking forward beyond our projects time period, we would like to pass on some suggestions for UVA Parking & Transportation or future classes to work on. We believe that when the new bike sharing system is installed around campus an "App" for "Biking @ UVA" should be installed for smart-phones. This would provide biking education, parking maps, available parking, and emergency/warning information to the UVA community "on-the-go." However, until this "App" is created, we suggest maintaining the "Biking @

UVA" Facebook page, and possibly the uses of other social media, such as twitter, to update students about biking changes occurring around Grounds.

HARSH'S REVIEWS

Preliminary Report:
Team: Education

Add project title, table of contents and sub-headings for the structure of your report. Add background, describe the problem and goals. Briefly talk about your community partners, who they are, what are their objectives and what is the level of engagement you have with them. You need to elaborate on the design, feasibility and distribution of flyers, tags etc. Everything that you are creating / designing should have a rationale and a draft copy of the product. Add to appendices all information you have gathered, correspondence with the community partners, images, etc.

Concept Design:
Team: Education

Your concept design needs to be further developed from the project definition. Elaborate on the many ideas you have and evaluate their effectiveness. Is creating a 'Facebook' page the goal of your project and how viable is this proposition for educating people as well as its outreach? What will be the structure of your presentation that you propose to hold during the freshman orientation? How will you go about tagging bikes? All points that you have mentioned in your concept design needs to be elaborated and their feasibility needs to be established.

Project Definition:
Team: Education

Look into structuring of the education program that you have to develop. What aspects of safety tips, biking rules etc. are required to be covered. An outline of the same will be helpful. Elaborate on the media will you use to promote your education program.

FIRST PRESENTATION SLIDES

Initial in Class Presentation bullet points:

- Hand out information/ or short presentation at orientation for bike registration
- Mandatory bike survey online goes out over summer
    - Includes information about rules of the road
    - Safety incentive for registering your bike with the UVA police
    - Education on new bike share system
- Illegally parked bikes will be tagged with warnings instead of tickets for the first year
    - For the second year: three-strike system will be used for registered bikes
- Put up more informational signage
- Social Media
    - Create facebook page to keep students up to date on current biking events around Charlottesville and on grounds
    - Facebook page directs students to an official biking website