Campus and Community Collaboration for Bike Safety:
Gaucho Bike Fair

Tiffany Yeh, AS Bike Committee Project Manager
Sarah Siedschlag, Environmental Programs Advisor
AS Bike Committee

- AS Bike Committee is funded through a student lock-in fee to improve bike infrastructure.
- In recent years, focus has shifted to include bicycle education.
UCSB’s Bicycle System in Context
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- 7 miles of dedicated bicycle paths
- 19,000 bicycle parking spaces
- 65-70% of undergrads use bikes to commute to campus
- 30,000 daily bike trips
UCSB’s Bicycle System in Context
The Need

<table>
<thead>
<tr>
<th>year</th>
<th>rpt#</th>
<th>Category</th>
<th>Day</th>
<th>Time</th>
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Inspiration: UCI’s RIDEttoberfest
Planning Process
Event Components

Bike Sale

Maintenance Training

Community Education

Photo credit Creative Media Unit, Lianna Xiaokui Nakashima
**Event Components**

**associated students bike committee presents: gaucho bike fair**

**October 5, 2016**

**2-6PM**

**student resource bldg. lawn**

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**UCSB & Isla Vista Bike Safety**

- **Use a bike light.**
  - Use a white headlight and a red rear taillight. AS Bike Shop has some wonderful options in-store.
- **Follow the rules of the road.**
  - Make sure you ride on the right side of the road, signal your turns, and **stop at stop signs.**
  - Running a stop sign could cost you a $237 ticket.
- **Make sure your bike is working properly.**
  - Before riding, take some time to check that your bike is safe to ride. Make sure your tires are inflated and your brakes are working properly. If you are new to riding a bike, practice riding somewhere safe.
- **Look out for pedestrians and drivers.**
  - As a cyclist, keep an eye out for vehicles and be sure to watch out for pedestrians who may be walking around campus and Isla Vista.

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**The Associated Students Bike Committee**

- **an active bicycle system advocate, and**
- **works to increase student, staff, faculty, and**
- **administration awareness of and involvement with bicycle system issues in and around UCSB.**

**The Committee Funds Bicycle Infrastructure Improvements**

- **on campus with our $2.96 per-student, per-quarter lock-in fee.**

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**The Gaucho Bike Fair aims to educate our student body on bike safety both on and off campus and teach basic bike maintenance.**

- **The League of American Bicyclists rank UCSB as a Gold level Bicycle Friendly Campus and our bike culture is very important to us!**

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**As a bicycle rider at UCSB, I value safe and courteous riding on campus and in the community. Out of respect to my fellow students, staff, and faculty as well as the law,**

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**I Pledge to stop at all stop signs;**

**I Pledge to use a light when riding at night;**

**I Pledge to use hand signals.**

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1. **SLOW** when approaching the roundabout
2. **CHOOSE** the right lane when turning right
3. **YIELD** to bicycles in the roundabout, if not turning right
4. **SIGNAL** and make eye contact when merging left or right
5. **EXIT** carefully

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Signed: __________________________
Lessons Learned

- Tailor education carefully
- Provide detailed printed instructions for partners at booth even if already discussed
- Emphasize cohesive event, not series of individual booths
- Consider event flow when planning physical layout
Thank you!

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Sarah Siedschlag: sarahs@as.ucsb.edu

Photo credit Lianna Xiaokui Nakashima