

CREATING A BIKE-FRIENDLY CAMPUS CULTURE

June 11, 2012 :: 1:00 – 2:30 p.m. EDT

Sponsored by:

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ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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OVERVIEW

As more and more institutions are working to both decrease their carbon footprint and encourage alternative methods of transportation to campus, bikes have become an integral part of their strategy. Featuring the expertise and recent progress of Duke University, this webcast will take a step-by-step approach to creating a bike-friendly culture on any campus. Starting with basic initiatives and moving into deeper investments, this session will cover considerations for bike racks, bike storage rooms, bike maps, and developing effective town/gown relations.

LEARNING OUTCOME

After participating in this webcast, you will be able to take steps to create a more bike-friendly campus.

WHO SHOULD ATTEND

The audience for this program includes directors, assistant or associate directors and managers of transportation and parking, managers of sustainable transportation, directors or assistant directors of campus safety and security, sustainability officers, directors of sustainability initiatives, and other campus professionals charged with initiating sustainability programs or overseeing parking and transportation operations at their institutions. This program is best for those institutions that are still in the foundational stages of developing a campus-wide alternative transportation strategy.

AGENDA

- Developing key partnerships
 - Cross-campus collaborators
 - Community collaborators
- Starting small: recognizing easy opportunities for an enhanced bike experience
 - Mapping campus resources
 - Sharing the story
- Moving to deeper investments
 - Infrastructure improvements
 - Incentivizing cyclists
- Funding these initiatives

Are you
welcoming
cyclists on
your campus?



INSTRUCTOR



Brian Williams, Transportation Demand Management Coordinator, Duke University

Brian Williams is the first Transportation Demand Management coordinator for Duke University, supporting the university and most of the Duke Health System. He helped negotiate contracts for a universal bus pass program between Duke and local/regional transit providers, and for a custom car-sharing program supported by WeCar and Enterprise Rent-A-Car. He is completing a low-cost bike infrastructure project that will provide safety measures for biking on every road on campus. Brian graduated from North Carolina State University in 2001 with a BA in communications. Outside of work, he is involved with the promotion and support of electric vehicles with the Triangle Electric Auto Association in North Carolina's Research Triangle Park area.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

Additional Learning Opportunities – Save up to \$50!

Register for this event plus **A Comprehensive Approach to Alternative Transportation Programs** and save \$50

Learn how to create and promote an alternative transportation strategy that's right for your campus.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before May 30, 2012

Single site connection: Creating a Bike-Friendly Campus Culture _____ \$350.00 USD
Additional learning opportunities:

Best value! This event plus A Comprehensive Approach to Alternative Transportation Programs _____ \$1395.00 USD

Additional site connection _____ \$195.00 USD

(After May 30, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD

Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, AASHE, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 30, 2012. A \$75 processing fee will be assessed. After March 30, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

