

# UCSF *Bikes!* Biking & Micromobility

Advancing Health and  
Sustainability

2022 / Grant Cycle

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## Overview

With UCSF Transportation, UCSF Bikes! hosted two active transportation outreach events, one at Parnassus and one at Mission Bay. The tabling events promoted cycling, bike commuting, and Bike To Wherever Day (BtWD) 2023. Shuttle posters shared information on BtWD and UCSF *Bikes!* Additional bike community events were held during this time.

## Data Snapshot

- 90 new UCSF members to the UCSF Bikes! group
- 2 Amazon Gift Cards and 10 SFBC memberships were distributed
- 7 volunteers at 2 sites (Parnassus and Mission Bay)
- 35 shuttle posters + digital signage

## Resources

[https://calendar.ucsf.edu/group/UCSF\\_Bikes](https://calendar.ucsf.edu/group/UCSF_Bikes)



# Biking is Better Than You Think!

**Let's celebrate bike joy;**

the physical and mental well-being biking brings us and the power of being on a bike that unites our campuses.

**Bike to Wherever Day**  
**Thursday, May 18<sup>th</sup>**



**UCSF Bikes!**



## Project Details

UCSF *Bikes!* hosted and attended a variety of outreach and community building events:

- <http://tiny.ucsf.edu/DgKtpd> - **UCSF Bikes! @ Anchor Public Taps**. Thursday, April 6, 2023. 4:45 pm to 6:30 pm
- <http://tiny.ucsf.edu/rvGLqR> - **UCSF Postdoc Association** hosts UCSF *Bikes!* Tuesday, April 18th. 11:00 am
- UCSF *Bikes!* Table **Volunteers Virtual Training**. April 27. 10:30 am.
- <http://tiny.ucsf.edu/Owhvcv> - **UCSF Bikes! Visits Parnassus**. May 2nd at Parnassus Medical Science Shuttle Stop (set up 3:30pm) 4:00 pm to 6:00 pm
- <http://tiny.ucsf.edu/PCBc42> - **UCSF Bikes! Visits Mission Bay**. Tuesday, May 9th, Mission Bay. Koret Quad Shuttle Stop (set up 3:30pm) 4:00 pm to 6:00 pm
- <http://tiny.ucsf.edu/2ce6Tz> - **Ride of Silence San Francisco 2023**. Chan Kajaal Park - Thursday, May 17, 6:00pm – 7:30 pm.

## Project Challenges

The weather at the two outreach table events did not cooperate. At the Parnassus event, rain showers, steady rain and drizzle forced us to move the table from the shuttle stop area to a nearby building with an awning. At Mission Bay, the afternoon high winds kept our table bare of water bottles. Although volunteers were excited to chat and meet others, our next volunteer training will feature ideas on how to engage those interested in active transportation and passerby.

## Lessons Learned

Change outreach locations to popular indoor locations (cafeterias, busy lobbies, etc.). The handheld signs worked great, add new ones 'Free Snacks/Coffee'. Purchase healthier snacks, consider dropping coffee for afternoon outreaches. Place larger signs around campus directing people to the outreach.