Key Principles
A. Shift modal hierarchy:
   1) walking, 2) bikes, 3) transit, 4) cars
B. Reduce trips and parking demand through restrictions, incentives, education, pricing, technology, alternatives
C. Pedestrian core
D. Improved bike system including bike parking nearer destinations
E. Consider campus shuttle
F. Access for maintenance, delivery, emergency, special needs
G. Safety for all modes