

Extent of Changes in Pedestrian and Bicyclist Attitudes and Behaviors

Directly After a Complete Streets Project in Florida

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Background

The Tampa Bay area is ranked nationally as one of the least walkable metro areas in the United States. This study focused specifically on understanding the extent of changes in attitudes and behaviors of pedestrians and bicyclists using Fletcher Avenue between Nebraska Avenue and Bruce B. Downs Boulevard directly after the completion of a Complete Streets project

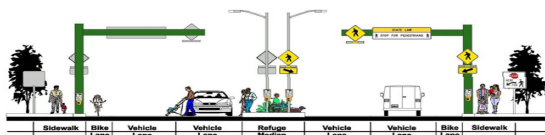
The priority group was low socio-economic status individuals residing in the Tampa Bay area:

- Majority of Fletcher users live within ½ mile of corridor
- 67% have no vehicle access
- Heavily used transit corridor



Fletcher Avenue Complete Street

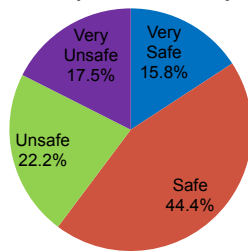
- Five midblock pedestrian crossings incorporating RRFBS
- One mid-block pedestrian crossing with traffic signal
- Raised concrete pedestrian refuge islands
- Raised concrete traffic separators
- Marked bicycle lanes and wrong way bicycle signs
- Energy efficient LED street lighting & enhanced landscaping
- Lowered speed limit from 45 MPH to 35 MPH



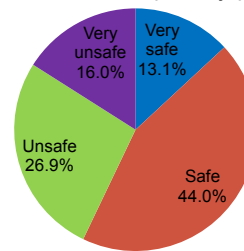
Results

Pedestrian and Bicyclist Behaviors	Observations August 2014 (n = 867)		Observations February 2015 (n = 1,198)	
	Count	%	Count	%
Use Crosswalk to Cross Street				
Yes	664	76.6%	871	72.7%
No	203	23.4%	327	27.3%
Follow Crosswalk Signal				
Yes	331	38.2%	570	47.6%
No	536	61.8%	628	52.4%
Push Crosswalk Signal Button				
Yes	381	44.0%	613	51.2%
No	486	56.0%	585	48.8%
Bicyclist Behaviors				
		Observations August 2014 (n = 245)	Observations February 2015 (n = 282)	
		Count	Count	%
Wearing Bike Helmet				
Yes	6	2.4%	13	4.6%
No	239	97.6%	269	95.4%
Biking on Sidewalk				
Yes	217	88.6%	231	81.9%
No	28	11.4%	51	18.1%
Biking on Street and Riding With Traffic				
Yes	16	6.5%	45	16.0%
No	229	93.5%	237	86.0%

Perceptions of Safety Crossing Fletcher Avenue (Surveys)



August 2014 (N = 173)



February 2015 (N = 175)

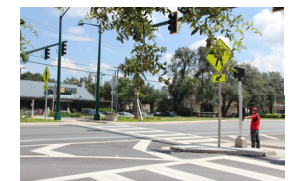
Talking About Safe Walking and Biking (Interviews)

“Public outreach by walking the streets and open promotion”
 “What you are doing - talking, walking, by the same people every day”
 “Do what you are doing. Give out safety items, vests, and lights”

Discussion

Formative research was conducted to gain a rich understanding of the target audience’s needs and wants, values, motivators and barriers, and everyday lives:

- **Participant Observation**
 - More than 75% crossed at a crosswalk
 - Almost half used the crosswalk improperly
- **Behavioral Surveys**
 - Signal taking too long to change was a barrier identified by nearly 25%
 - Almost half felt unsafe while crossing Fletcher Avenue
- **In-Depth Interviews**
 - Almost half felt unsafe while crossing Fletcher Avenue
 - Crosswalk location and timing was the most often identified barrier
 - Individuals wanted to learn about crosswalk safety from on-the-street ambassadors



Conclusions

Built environment improvements by themselves do not necessarily change pedestrian and bicyclist behaviors. The data collected from this research allows transportation professionals and others to gain a better understanding of the factors that influence pedestrian and bicyclist attitudes and behaviors after the completion of a Complete Streets project. Tailored educational strategies and messages can then be used to complement built environment investments to influence behavior change.

Acknowledgements

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