Learning Objectives

After this course, you will know...

- How to plan a safety event geared for the university setting.
- How to implement traffic calming measures on a university campus.
- Strategies to increase participation at events and with data collection.
- Outreach strategies to help disseminate event and safety information.
- The importance of partnerships and building support.
Agenda

- Questions for Audience
- USF Background
- Program Objectives
- Partnerships
- Data
- Lessons Learned

Buffered Bicycle Lane
Rectangular Rapid Flashing Beacon (RRFB)

**Pedestrians**
Before entering the crosswalk, press the button and wait for the beacon to begin flashing. Enter the crosswalk with caution.

**Drivers**
Always stop at the stop bar when RRFBs are activated. Stop for pedestrians.

**Bicyclists**
Always approach crosswalks with caution.

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Traffic Calming Measures

Photo Source: Google Street View 2016
Map Source: USF Facilities Planning 2016
USF Speed Limit Study (2013)

- USF Committee
- Study
  - 49 Segments
  - 100 Speed Samples
- Final Speed Limit

http://www.cutr.usf.edu/2013/10/usf-speed-limit-study/
USF Background

• Founded in 1956
• 4th largest public university in Florida
• Considered an urban setting
• USF System
  – Tampa
  – St. Petersburg
  – Sarasota-Manatee

USF Student Life

• USF Tampa 42,000+ / System 48,000+
  – 18% On
  – 82% Off
  – First year students required to live on campus.

• 94.2% campus life, great experience
• 90.3% would recommend living on campus to new students

Sources: USF SYSTEM FACTS 2015-2016
2015 USF Housing and Residential Survey
Alert Tonight Florida

- Be visible and wear bright clothing.
- Use bicycle lights at night.
- Be alert when driving at night.
USF Pedestrian and Bicycle Crashes

2013-2015
3 Fatalities
126 Injuries


Program Objectives

• Outreach Education and Events
• Program Evaluation and Report
• Procurement of Printed Materials
• Technical Assistance and Support (expand)
  – University of Florida
  – University of Central Florida

Photo: Lara Foerst
Outreach – Door Hangers/Posters

Student Dorms

USF Departments
Campus and Community Partnerships

High Visibility Enforcement Program
Temple Terrace Chick fil A
Share-A-Bull (Bike Share)/Campus Recreation
New North Transportation Alliance
Bicycle Friendly University LAB
Bicycle Club at USF
WalkWise & BikeSmart
Facilities Planning & Construction
Local County & City
TBARTA
ITE Student Chapter
USF Police Department
Student Government

Social Media

- Student Takeover
- More than 4k Views
- Safety Message
- Fun and interactive
- Promote Events
Passport & Safety Education

Temple Terrace Chick-fil-A
USF Facilities Planning

Existing & Proposed Bicycle Lanes
Campus Master Plan


Campus Bicycle Rack Study
New North Transportation Alliance

A public-private partnership providing a forum for business, local government, residents, and commuters to improve air quality, mobility, and livability in the New North/USF area.

WalkWise & BikeSmart

Bike Smart @ USF Library
What is Bike Smart?

Bike Smart is a FREE 1 hour “in the classroom” triple safety presentation. Learn safe riding tips, crash avoidance techniques, and meet other Bike/Bicycle Enthusiasts!

Get free bicycle lights & other reflective safety items!

**Date:**
August 31, 2016

**Time:**
2:00 PM - 3:00 PM

**Class Location:**
USF Library
Greco Atrium Room

**RSVP:**
Space is limited, please RSVP via email to benschmidt@usf.edu or call 813.974.0219

www.BikeWalkTampaBay.org

Like us on Facebook and Follow us on Twitter
Survey Results / Pre & Post Respondents

• If no sidewalks are present you should walk against traffic.

72% Correct
Pre – 41%
Post – 31%*
(changed answer)

*Post survey results may have been attributed to other factors.

Riding a bicycle against the flow of traffic helps bicyclists avoid traffic and be easily seen. (False)

75% Correct
Pre – 56%
Post – 19%
(changed answer)
What would you change about Bulls Walk and Bike Week? (Open-Ended)

- Nothing
- Event in the afternoon
- Events twice per semester
- Bike Tours
- Free food
- More interactive
- Time and multiple places

*Post Student Survey Results

Live On/Off Campus

<table>
<thead>
<tr>
<th>Housing</th>
<th>On Campus</th>
<th>Off Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Online Survey</td>
<td></td>
<td></td>
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</tbody>
</table>
Did Bulls Walk and Bike Week make you more aware of your safety and the safety of other road users?

Lessons Learned

- Year-round program
- Procurement of items
- New partnerships
- Data collection
- Weather
- Social Media/Education