



CUTR

CENTER for URBAN
TRANSPORTATION
RESEARCH

Improving Pedestrian and Bicycle Safety:
University Educational Outreach
Bulls Walk and Bike Week



Sponsored by
Florida Department of Transportation

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September 29, 2016 • CUTR Webcast

Center for Urban Transportation Research | University of South Florida

Learning Objectives

After this course, you will know...

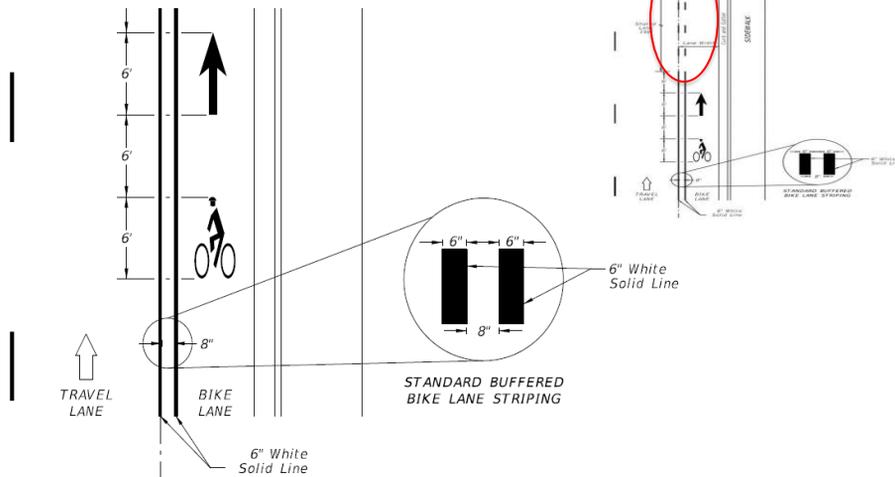
- How to plan a safety event geared for the university setting.
- How to implement traffic calming measures on a university campus.
- Strategies to increase participation at events and with data collection.
- Outreach strategies to help disseminate event and safety information.
- The importance of partnerships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

Agenda

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

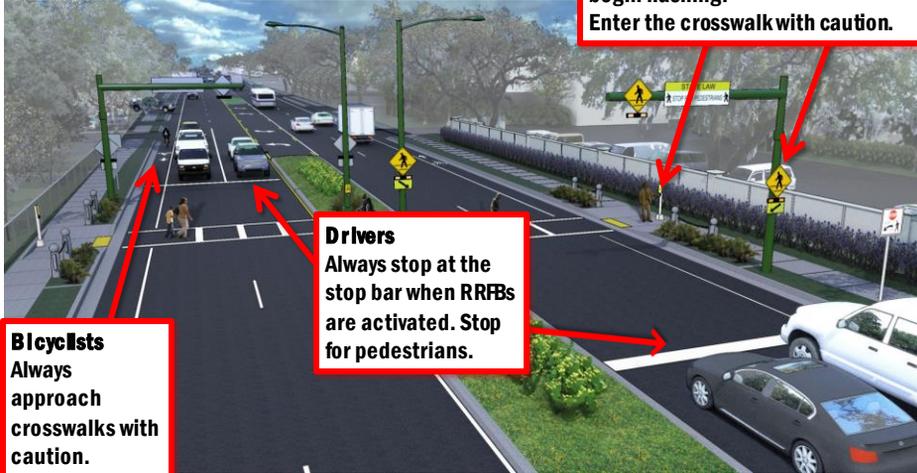


Buffered Bicycle Lane



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.

Source: <http://archive.constantcontact.com/fs124/1102733644576/archive/1118908754339.html>



Traffic Calming Measures

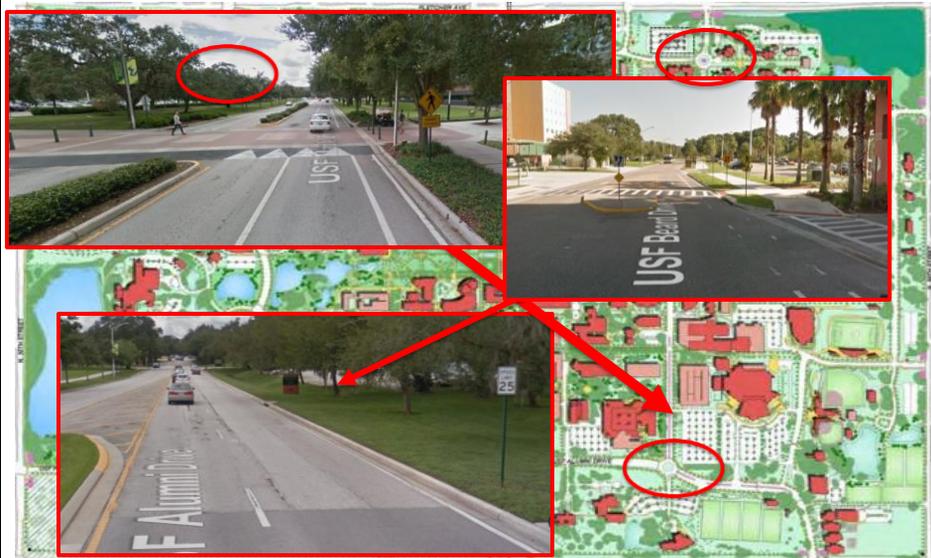


Photo Source: Google Street View 2016
Map Source: USF Facilities Planning 2016 ⁶



USF Speed Limit Study (2013)

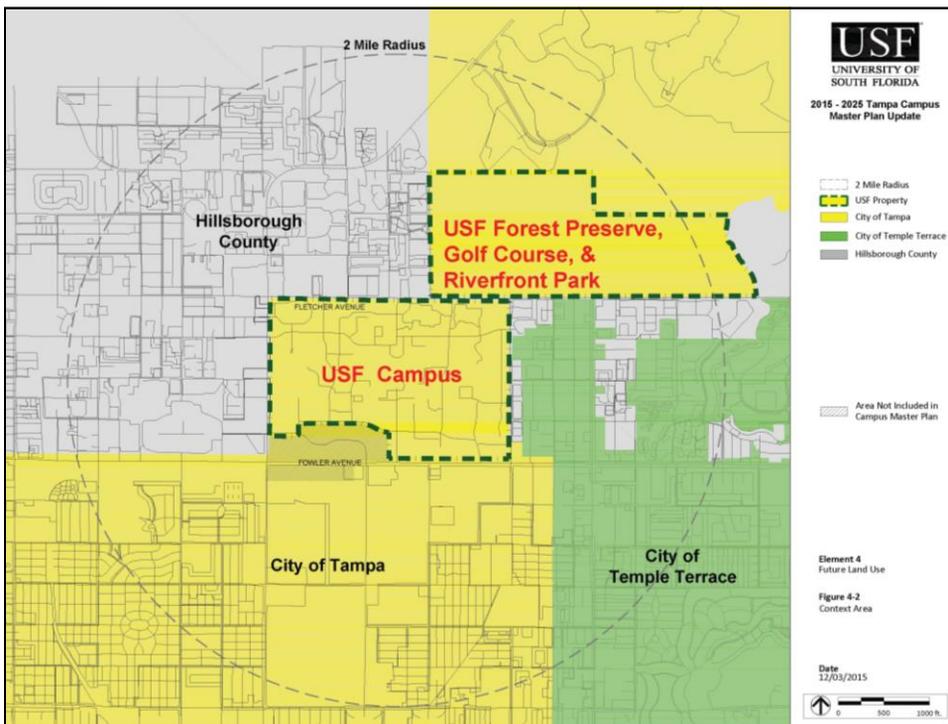
- USF Committee
- Study
 - 49 Segments
 - 100 Speed Samples
- Final Speed Limit 



<http://www.cutr.usf.edu/2013/10/usf-speed-limit-study/>



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USF Background

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



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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 ¹⁰



Kick-Off Event



Complete Streets Open House



Bicycle Celebration

University of South Florida



WALK and BIKE WEEK

AUGUST 30 - SEPTEMBER 1, 2016

TUESDAY, AUGUST 30, 2016 @ 5:00PM

Bulls Walk and Bike Week Kick-off Event and Walk with the Bulls
(Marshall Student Center Amphitheatre)
We will have booths and vendors on hand. Special guest speakers include USF President Judy Genshalk and Student Body President Christopher Griffin.

WEDNESDAY, AUGUST 31, 2016 @ 11:00AM

Complete Streets Open House | 11:00am - 1:00pm
(Marshall Student Center Atrium)
Join us anytime from 11am-1pm to learn and give feedback about active transportation projects around the USF area.

THURSDAY, SEPTEMBER 1, 2016 @ 6:00PM

Bicycle Celebration | 6:00pm - 8:00pm
(Marshall Student Center)
Join your fellow students for an early evening ride around campus from 6:00pm - 8:00pm. Don't have a bike? Check out a campus Share-A-Bull bike.

JOIN US





facebook.com/AlertTodayUSF

For safety tips visit AlertTodayUSF.com

WALK WISE BIKE SMART DRIVE ALERT

Funded by FDOT

USF Post Office Box 16000, Tampa, FL 33628-1600 | 813.974.2400 | usf.edu | usf.edu/alerttodayusf.com

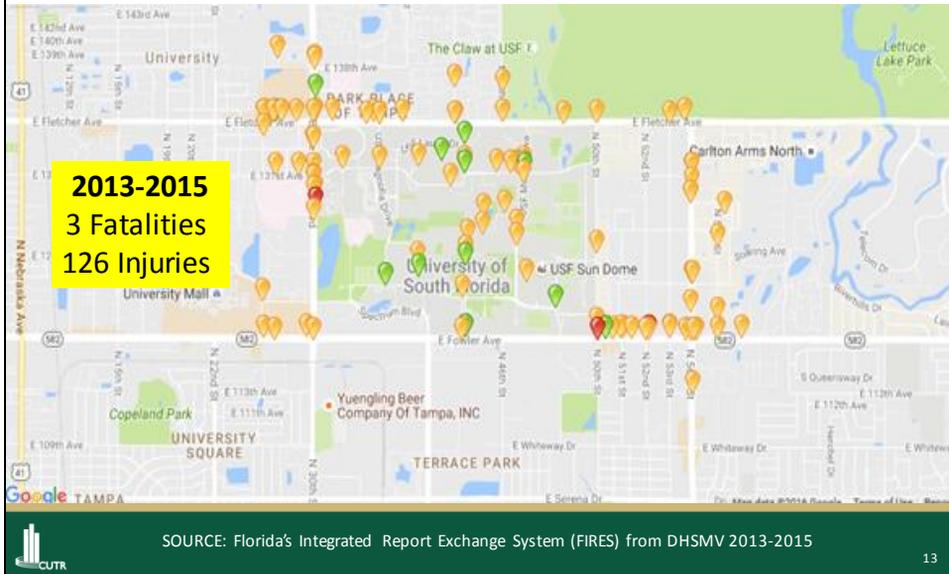
USF CAMPUS EVENT

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



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



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



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Social Media

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



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Passport & Safety Education



BWBW PASSPORT



WALK WISE BIKE SMART DRIVE ALERT

Stop by any four exhibit tables. Return your stamped passport.



Temple Terrace Chick-fil-A











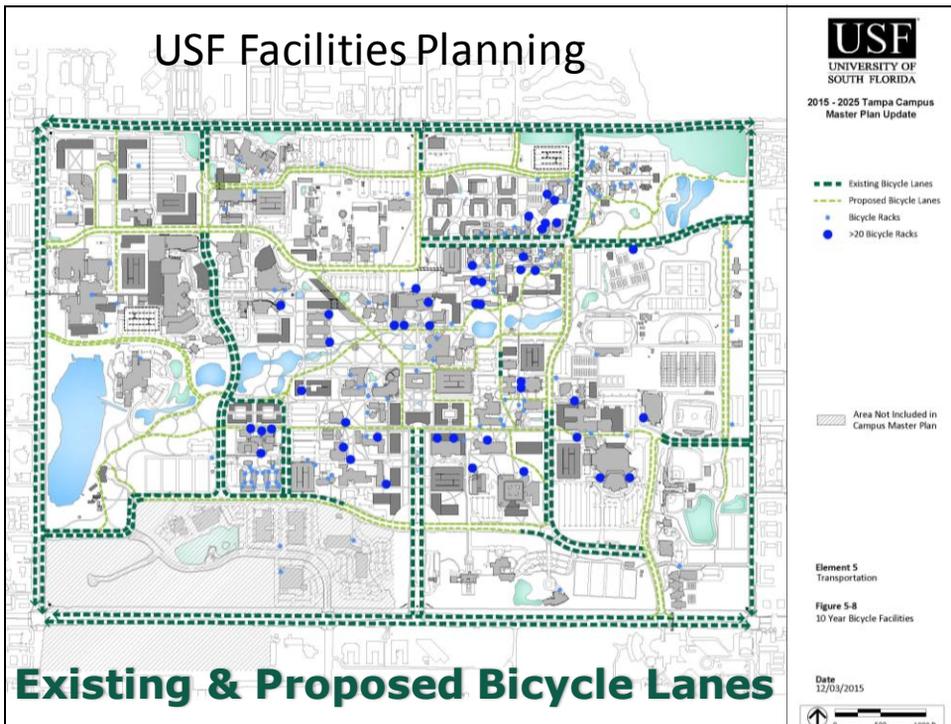
WARNING:
Your bicycle is NOT securely locked. Every week bicycles are stolen from the USF campus.
DON'T BE THE NEXT VICTIM.

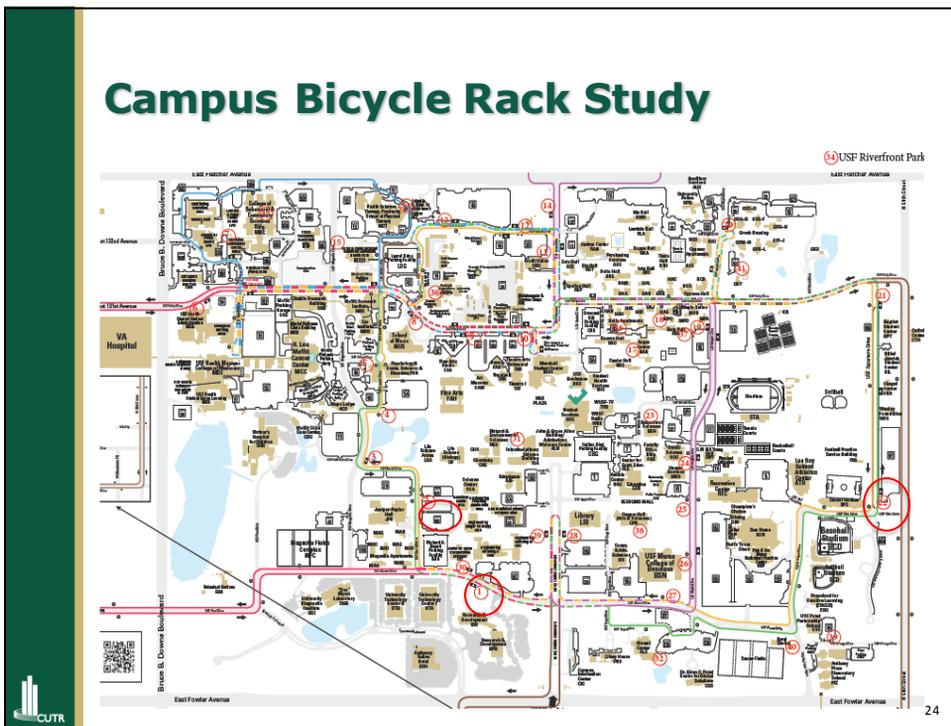
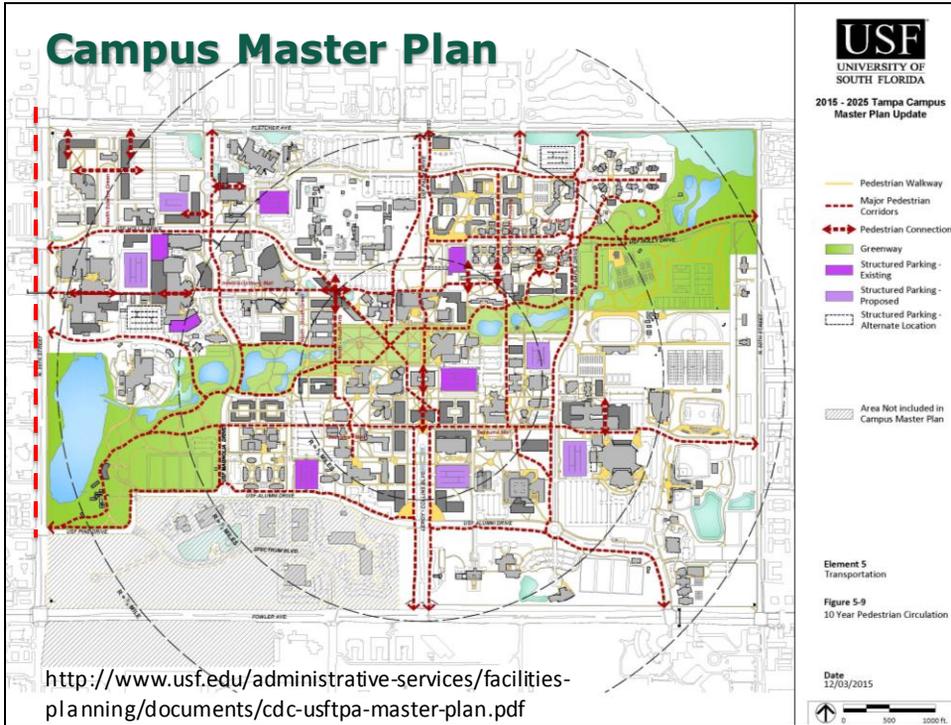
How to protect your bike:

- Purchase a U-lock from Campus Rec (downstairs in the Outdoor Resource Center), online, or a local bike shop; they start around \$20
- Always secure the frame of your bicycle (not the handlebars or the front wheel) to a green loop rack with a U-lock. Off campus you may need to use a no parking or handicapped parking sign as bike racks are frequently not available.
- Use cable locks to secure the wheels to the frame.
- Don't leave your bicycle in the same spot overnight for extended periods.
- Write down your serial number and register your bicycle with Campus Police



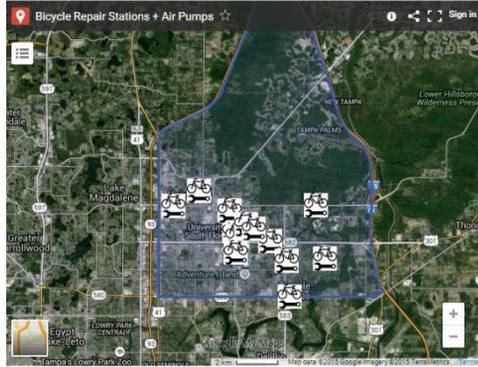

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New North Transportation Alliance

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" bicycle safety presentation. Learn safe cycling tips, crash avoidance techniques, and meet other Bulls 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
Grace Allen Room

RSVP:
Space is limited, please RSVP via email to bmshor@cutr.usf.edu or call 813.974.9215

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. 27



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)



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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

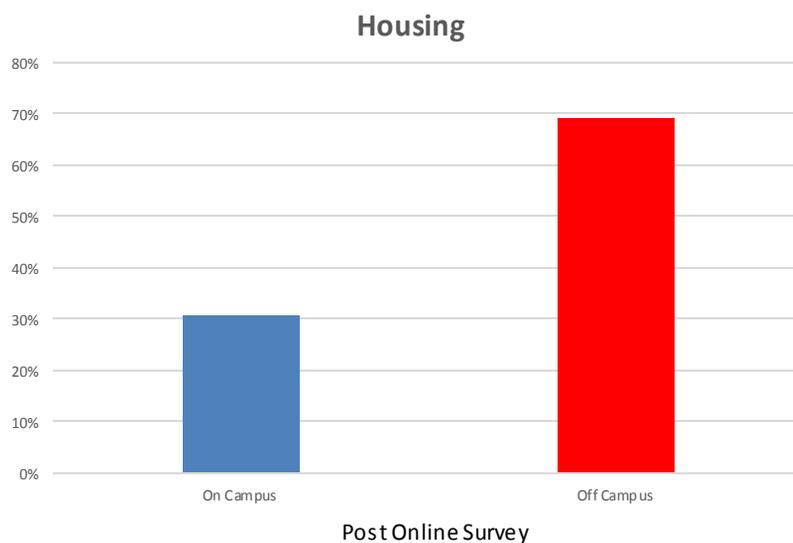


*Post Student Survey Results



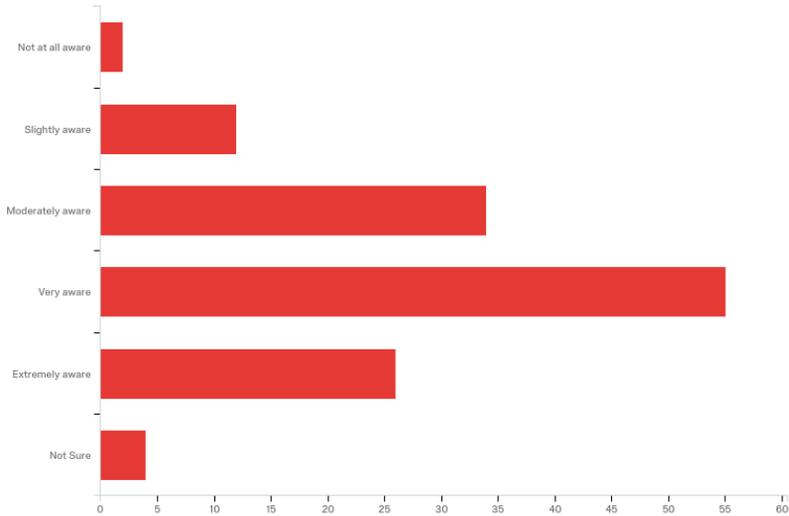
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Live On/Off Campus



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Did Bulls Walk and Bike Week make you more aware of your safety and the safety of other road users?



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Lessons Learned

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



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