



Analyzing Safe Bicycling Practices on University Campuses

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BACKGROUND

In 2015...

1,897 bicyclists involved in motor vehicle crashes

33 bicyclists killed

77.4% of bicyclists riding in daylight conditions

747 injuries

Bicycling is a common form of transportation on university campuses⁴. This multifaceted transportation environment can create potential dangers to bicyclists².

Research on university campus bicycle safety emphasizes improving traffic infrastructure to increase bicyclist safety¹ but not on individual bicycling practices.

SOCIAL NORMS APPROACH

A person's perceptions of peers' attitudes and behaviors influences his/her own attitudes and behaviors.³

University students underestimate the amount of peers who use bike lanes, potentially decreasing their use of bike lanes.

Survey data showed that ¾ of MSU students approve of using bike lanes. Thus, the intervention aimed to increase students' positive attitudes about bike lane use.

OBSERVATIONAL METHODS

3 locations

12 observers

1 campus

5 behaviors recorded

Utilizing designated bike lanes

Riding on sidewalks

Riding through crosswalks at intersections

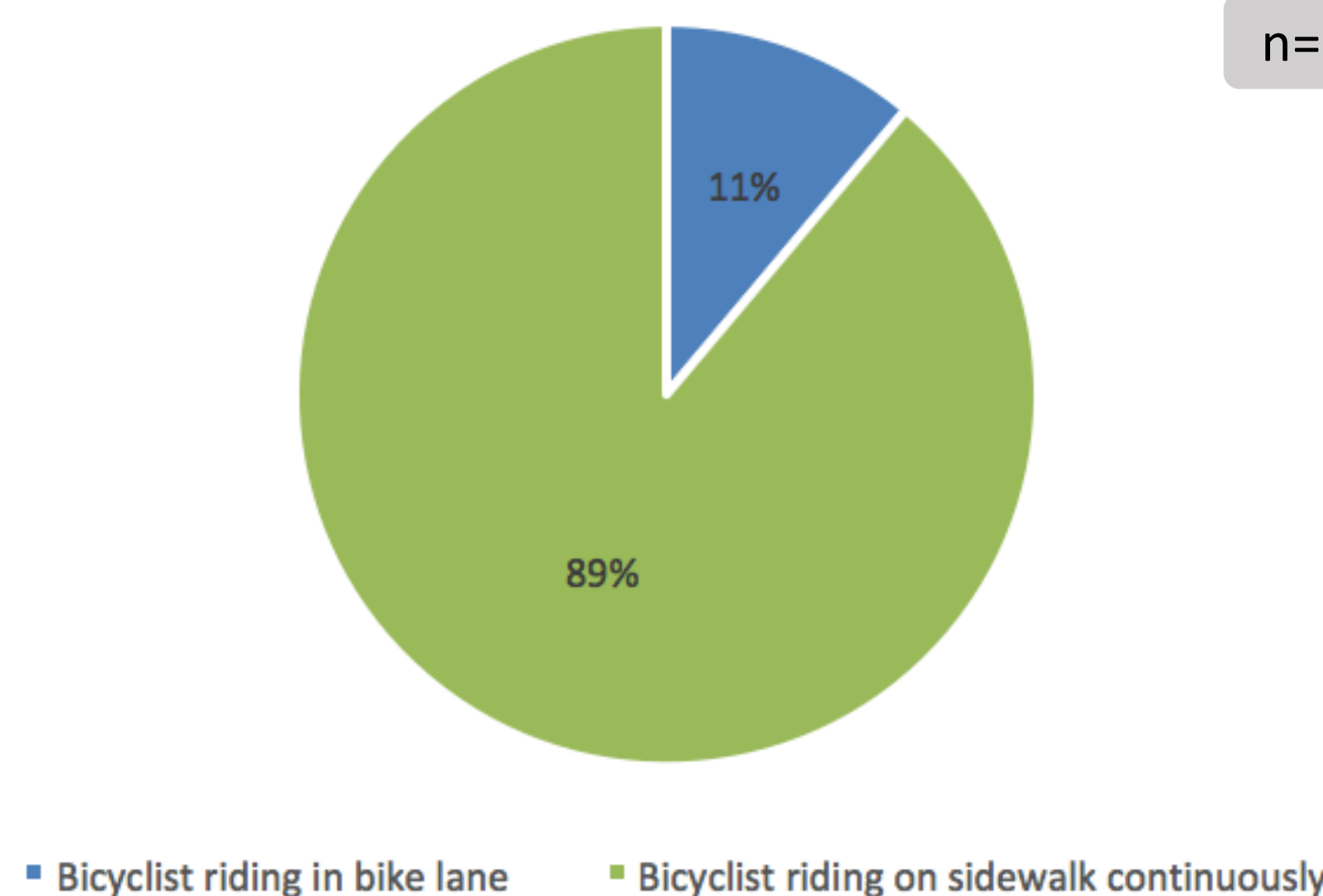
Riding distractedly

Wearing bicycle helmets

OBSERVATIONAL DATA

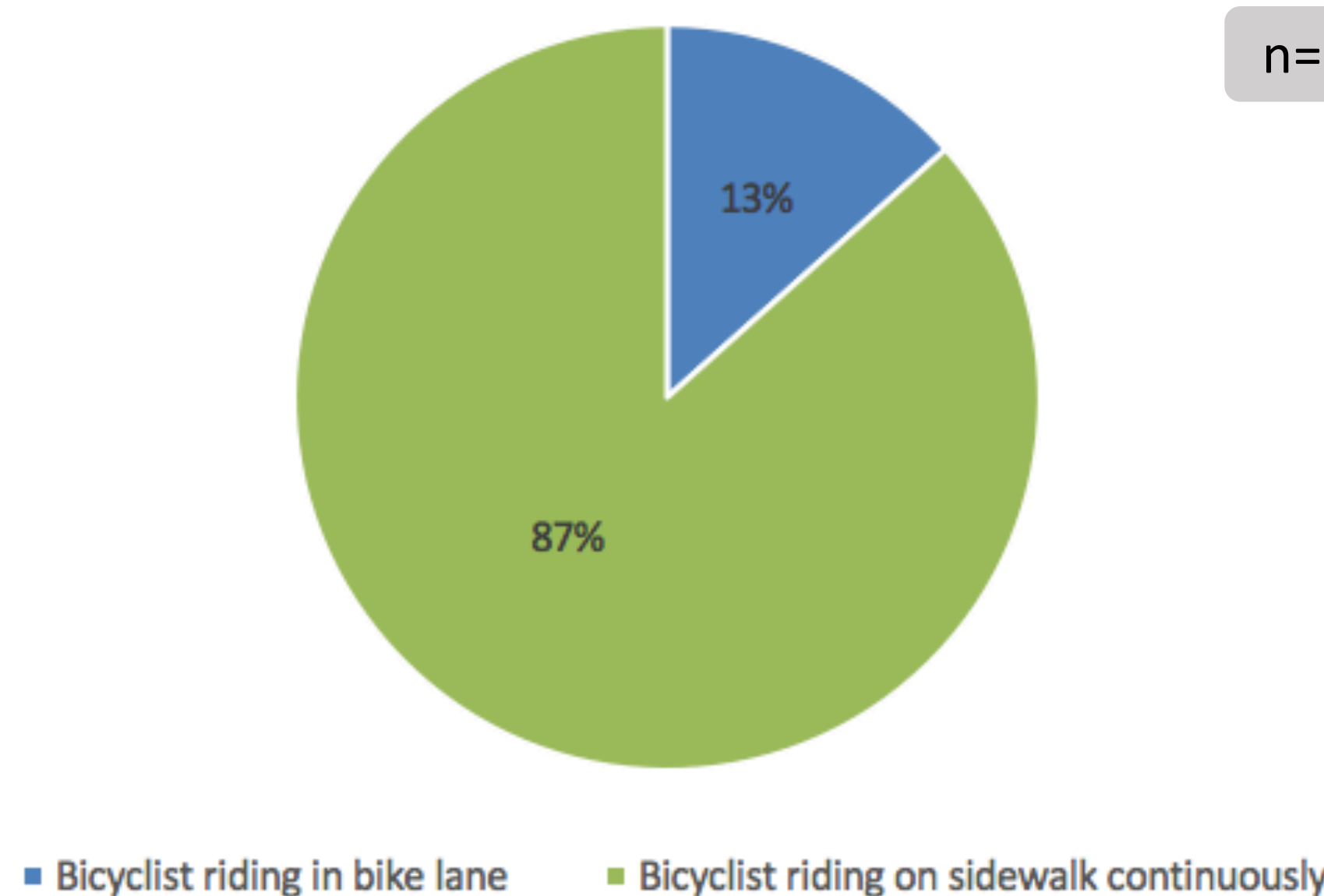
Fall 2015 Bike Usage on Campus

n=3315



Fall 2016 Bike Usage on Campus

n=2407



19% of bicyclists observed in Fall 2015 were riding distractedly

Many bicyclists were engaged in **more than one unsafe behavior** at a time

Use of **bicycle helmets** was almost nonexistent

26% of bicyclists observed in Fall 2016 were riding distractedly

INTERVENTION

Positive Ticketing

Posters

Chalking

CONCLUSION AND NEXT STEPS

Current data provide a baseline of bicycling behaviors that demonstrate potential target behaviors for bike safety interventions.

Clear evidence for continued interventions to increase awareness of bike lanes, as well as the hazards of not using them can continue to be implemented.

This study serves as an impetus for other universities to perform similar observational studies to create a foundation for tailored campaign efforts.



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