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 campuses. Research on university campuses can create potential dangers to bicyclists. 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

SOCIAL NORMS APPROACH
A person’s perceptions of peers’ attitudes and behaviors influence his/her own attitudes and behaviors.

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OBSERVATIONAL DATA

Fall 2015 Bike Usage on Campus
- Bicyclist riding in bike lane: 89%
- Bicyclist riding on sidewalk continuously: 11%

Fall 2016 Bike Usage on Campus
- Bicyclist riding in bike lane: 87%
- Bicyclist riding on sidewalk continuously: 13%

19% of bicyclists observed in Fall 2015 were riding distractedly
Many bicyclists were engaged in more than one unsafe behavior at a time

26% of bicyclists observed in Fall 2016 were riding distractedly
Use of bicycle helmets was almost nonexistent

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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REFERENCES