

A QUALITATIVE STUDY OF PEDESTRIAN AND BICYCLIST ATTITUDES, PERCEPTIONS, AND BEHAVIORS AFTER A COMPLETE STREETS PROJECT



Presented by:
Julie Bond, MPA
Senior Research Associate

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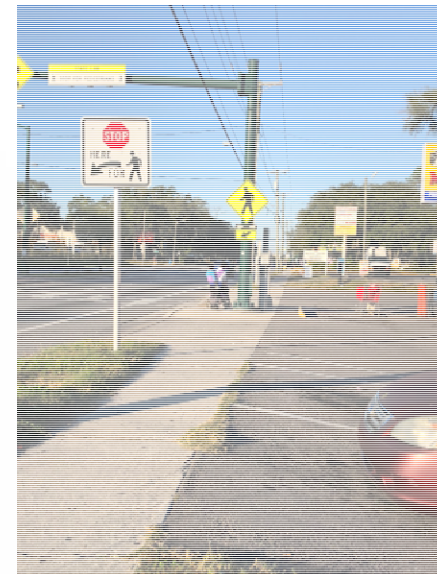


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Research Objectives

Research of pedestrians and bicyclists who regularly travel on Fletcher Avenue was used to clarify

- (1) how individuals use crosswalks along Fletcher Avenue;
- (2) the willingness of individuals to properly use the crosswalks;
- (3) opinions about crosswalks, including motivators and barriers to using crosswalks as designed; and
- (4) barriers individuals experience related to not properly using the crosswalks (e.g., motorist yielding, safety, time).



Methods

- Observations
- On-the-Spot Surveys
- In-Depth Interviews

Nov./Dec. 2018



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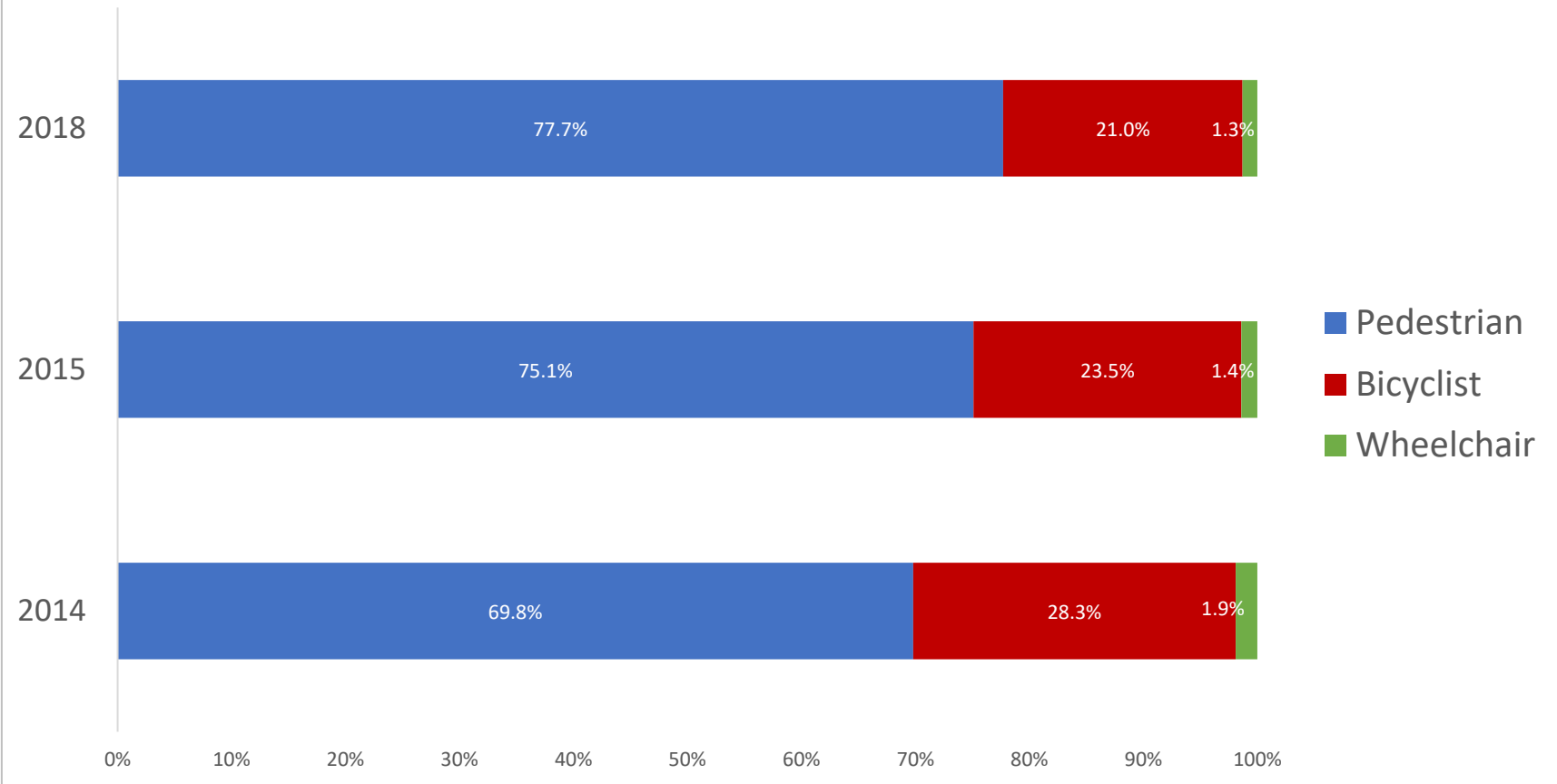
Observations



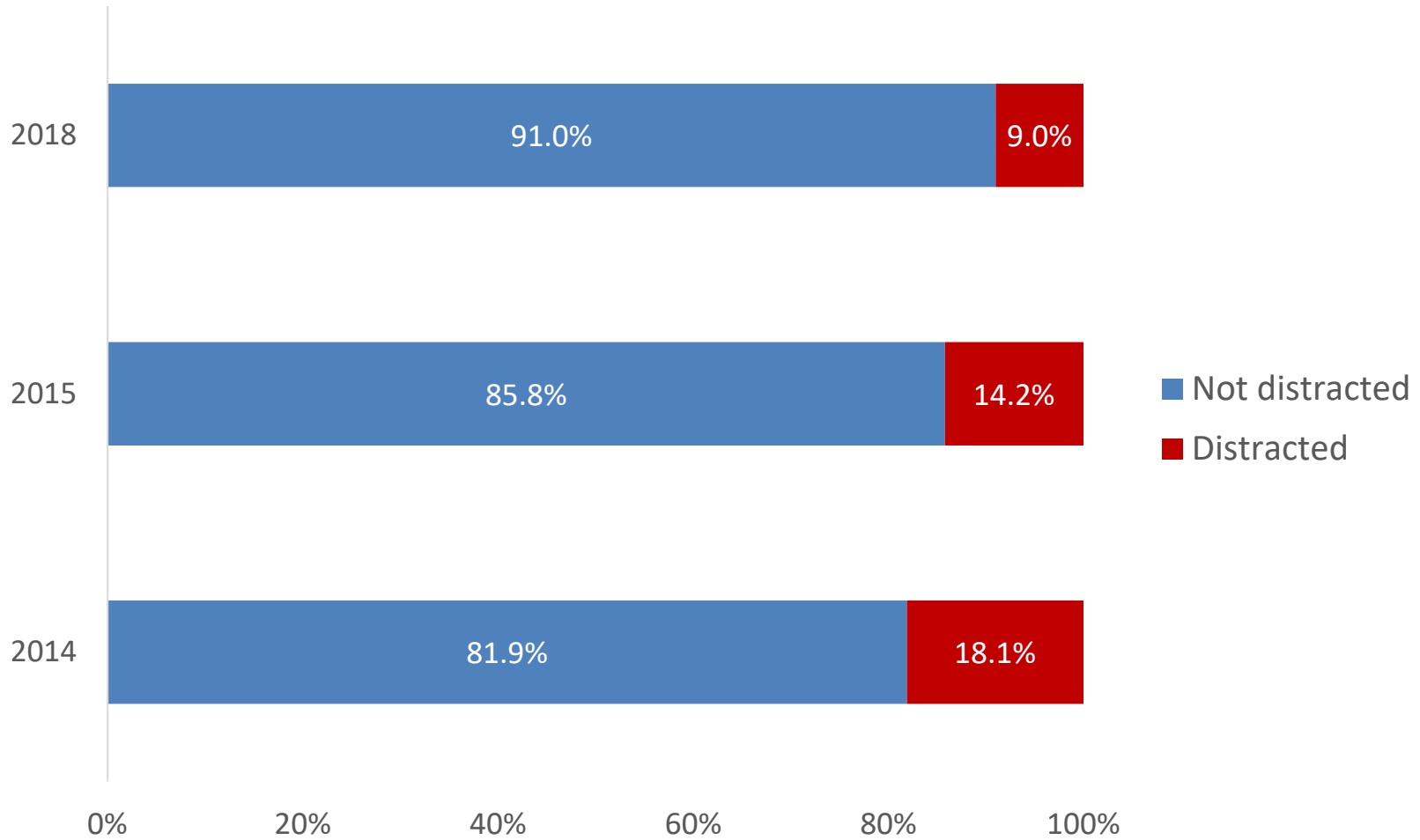
Observed Behavior Pedestrians and Bicyclists	Observations Aug 2014 (n = 867)		Observations Feb 2015 (n = 1,198)		Observations Dec 2018 (n = 1,183)	
	Count	%	Count	%	Count	%
Bicyclists and Pedestrians						
Use Crosswalk to Cross Street						
Yes	664	76.6%	871	72.7%	997	83.4%
No	203	23.4%	327	27.3%	186	16.6%
Push Crosswalk Signal Button						
Yes	381	57.4%	613	70.4%	879	88.2%
No	283	42.6%	258	29.6%	118	11.8%
Bicyclists Only	Aug 2014		Feb 2015		Dec 2018	
	n=245		n=282		n=248	
Wearing Bike Helmet						
Yes	6	2.4%	13	4.6%	3	1.2%
No	239	97.6%	269	95.4%	245	98.8%
Biking on Sidewalk						
Yes	217	88.6%	231	81.9%	208	83.9%
No	28	11.4%	51	18.1%	40	16.1%



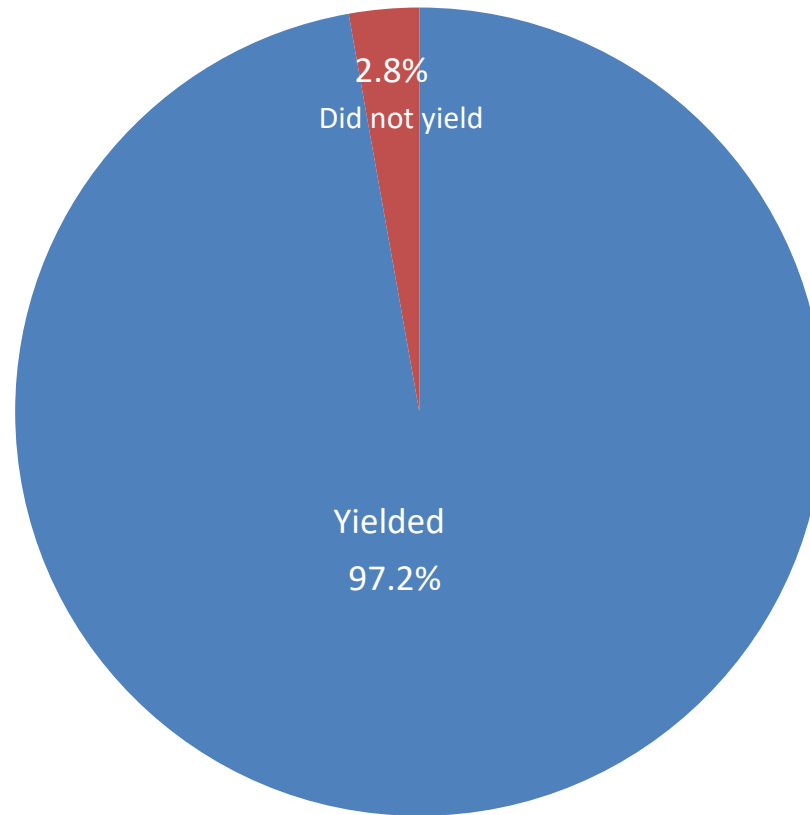
Mode of Transportation



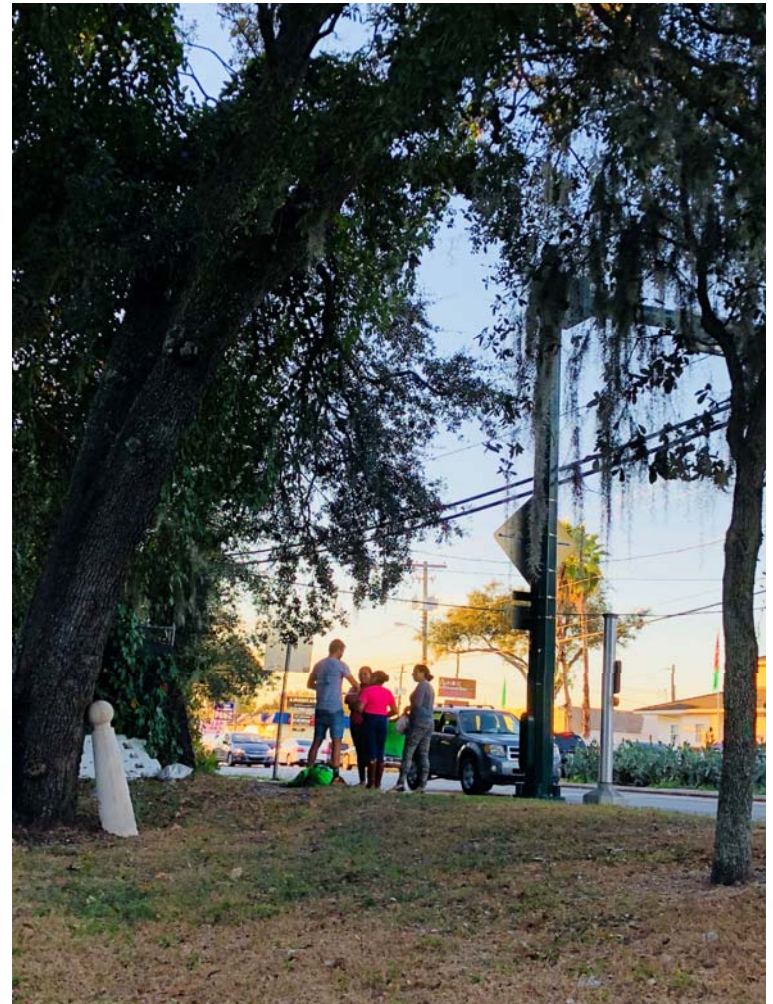
Pedestrian and Bicyclist Distraction



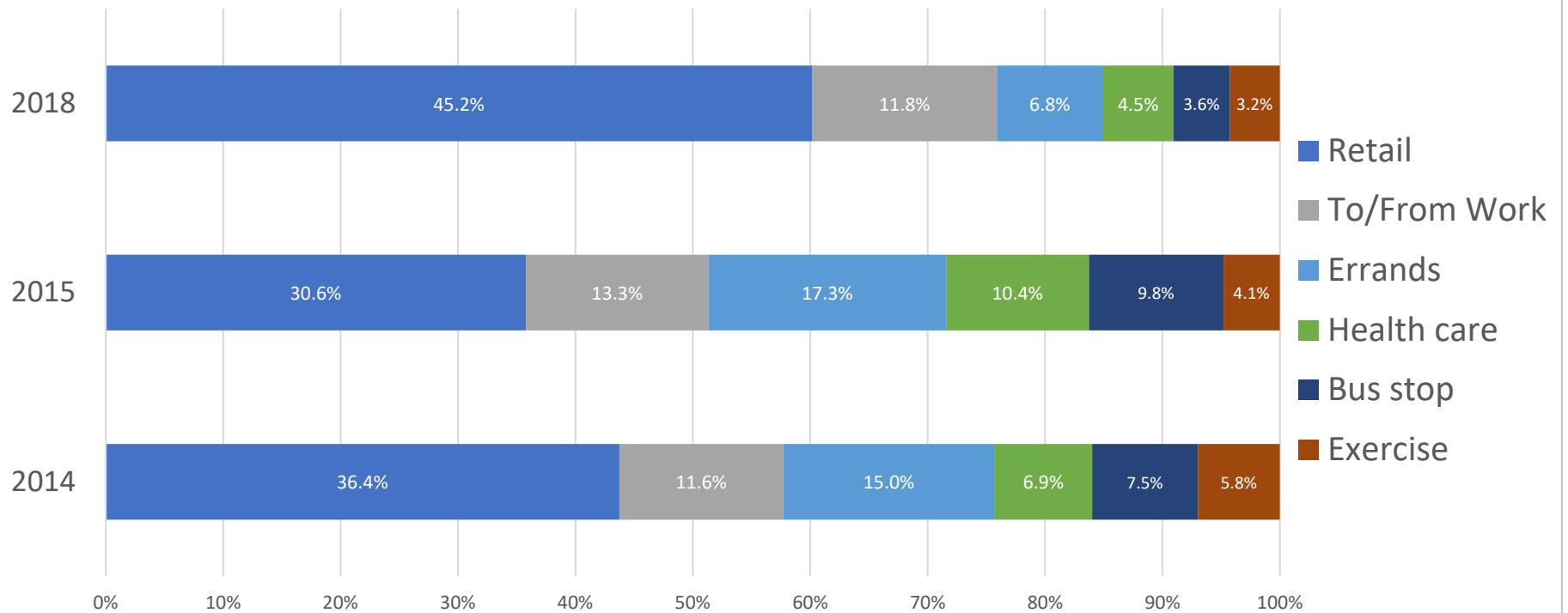
Motorist Yielding Behavior



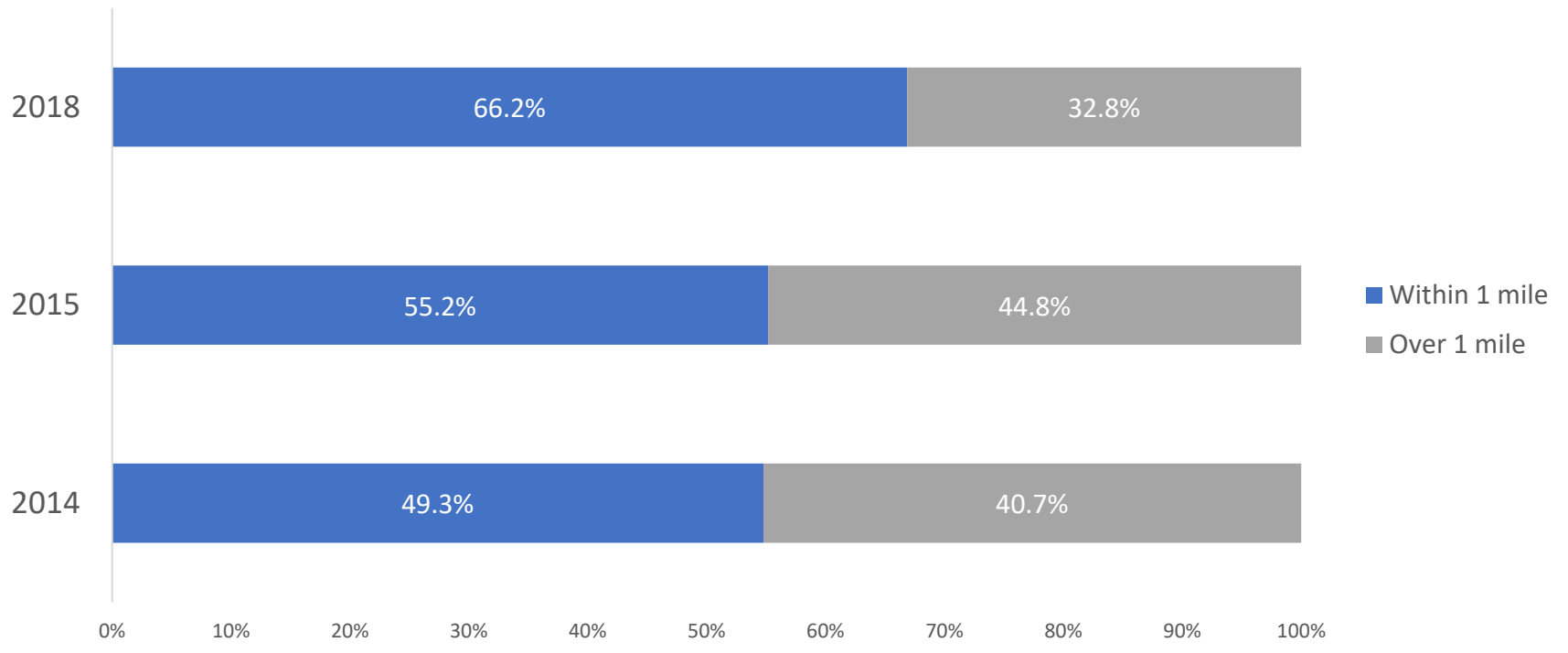
Intercept Surveys



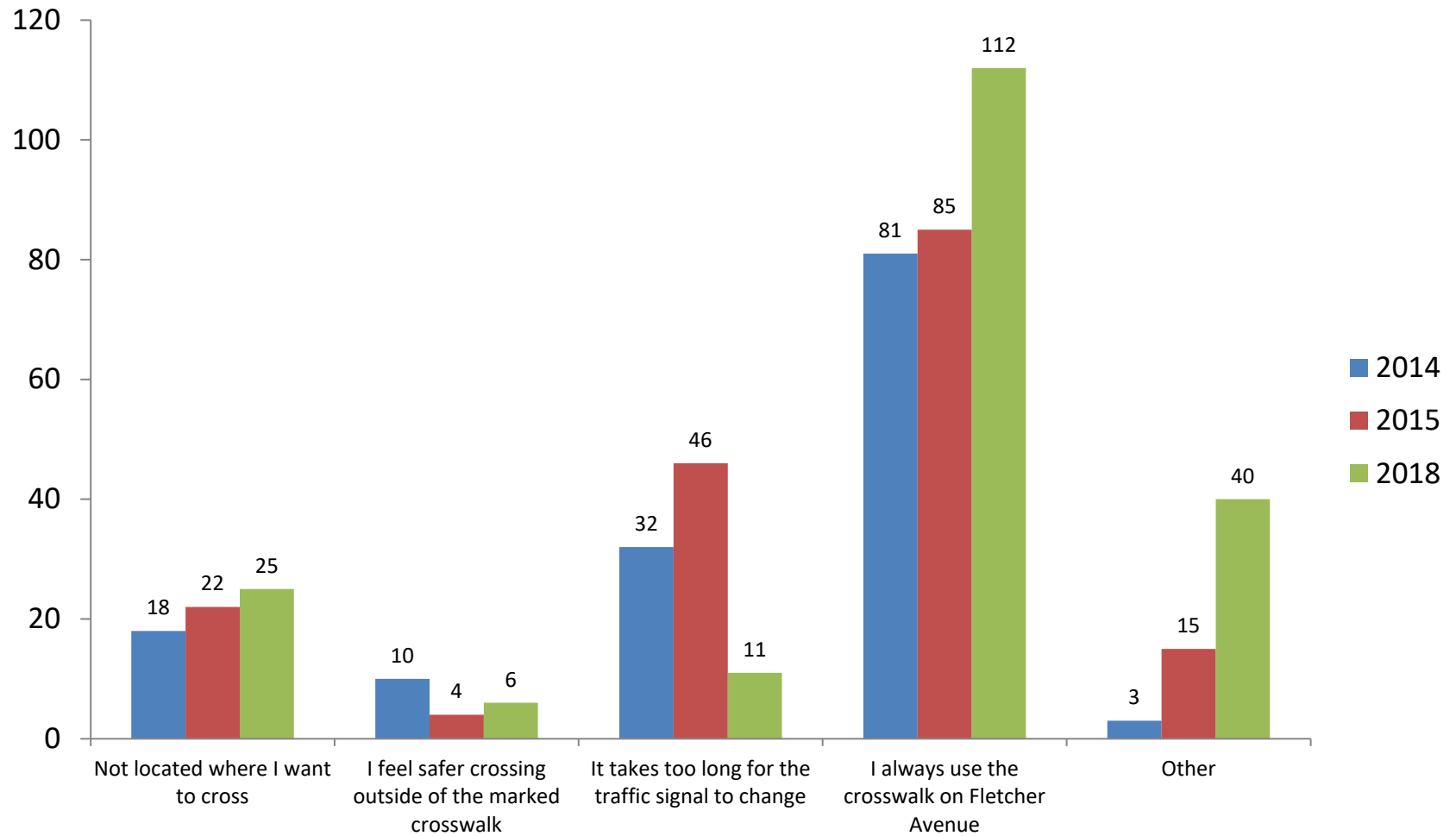
Reasons for Traveling on Fletcher Avenue



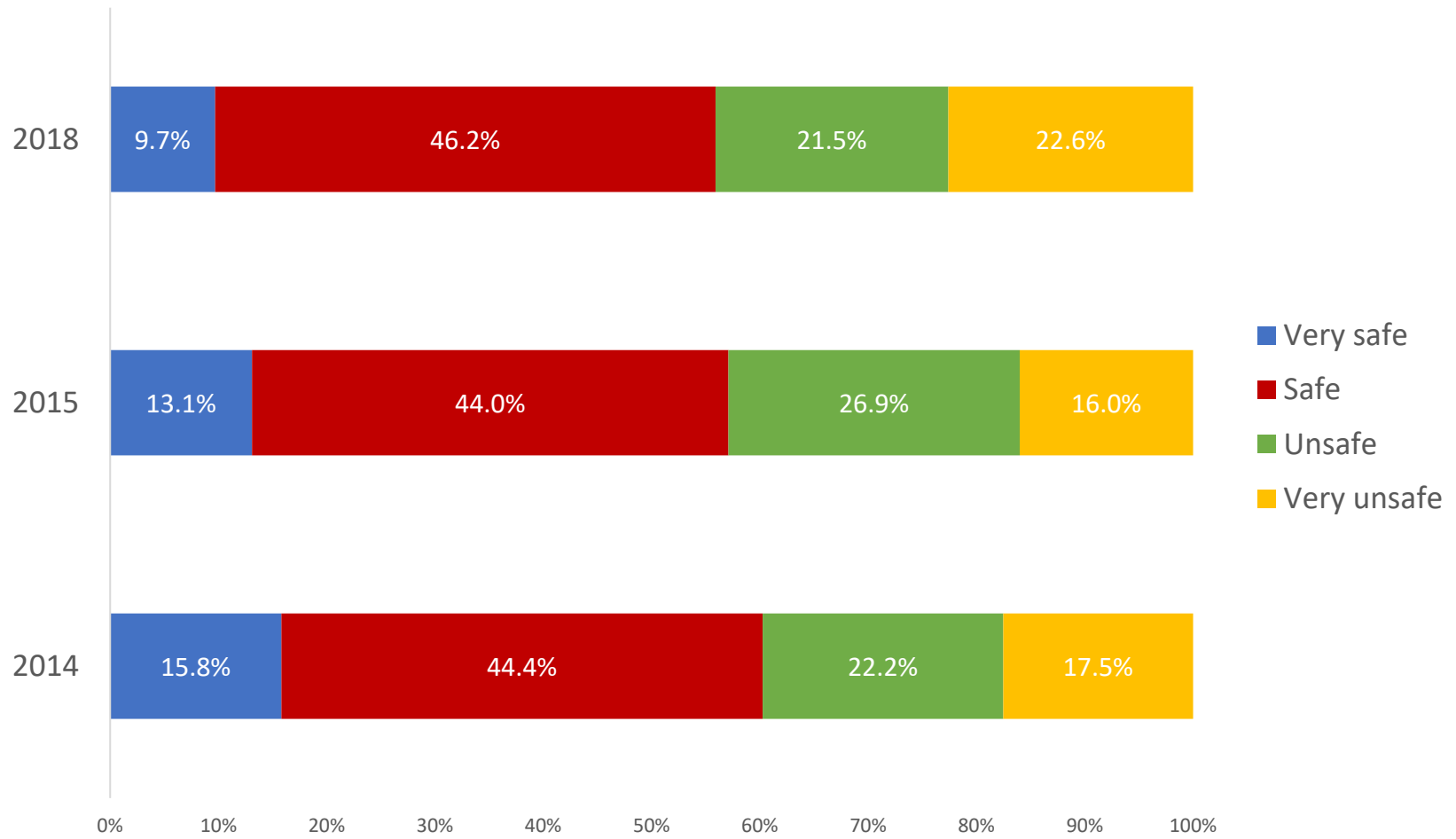
Proximity of Home to Fletcher Avenue



Barriers to using Crosswalks



Perceptions of Crossing Fletcher Avenue



In-Depth Interviews



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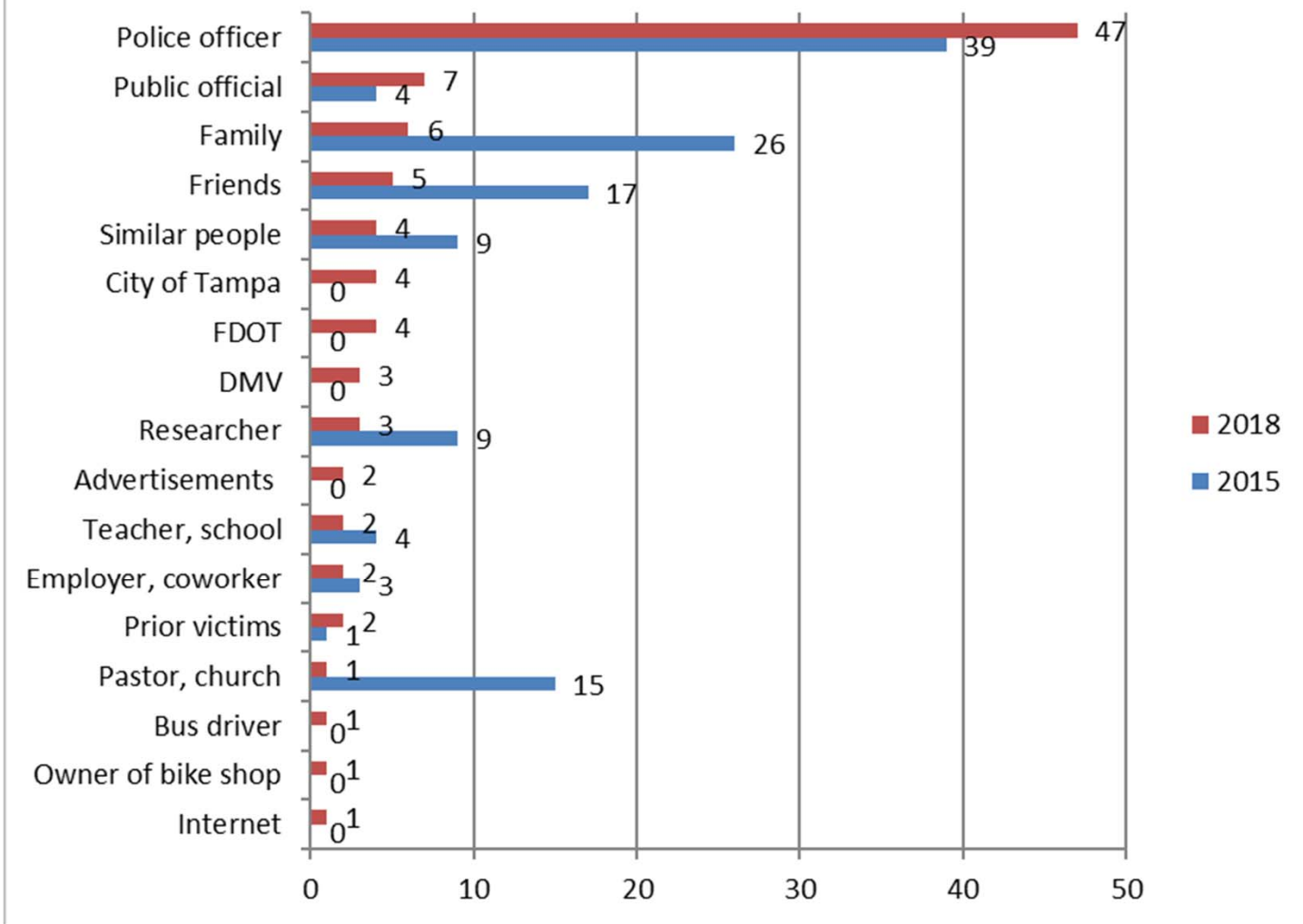


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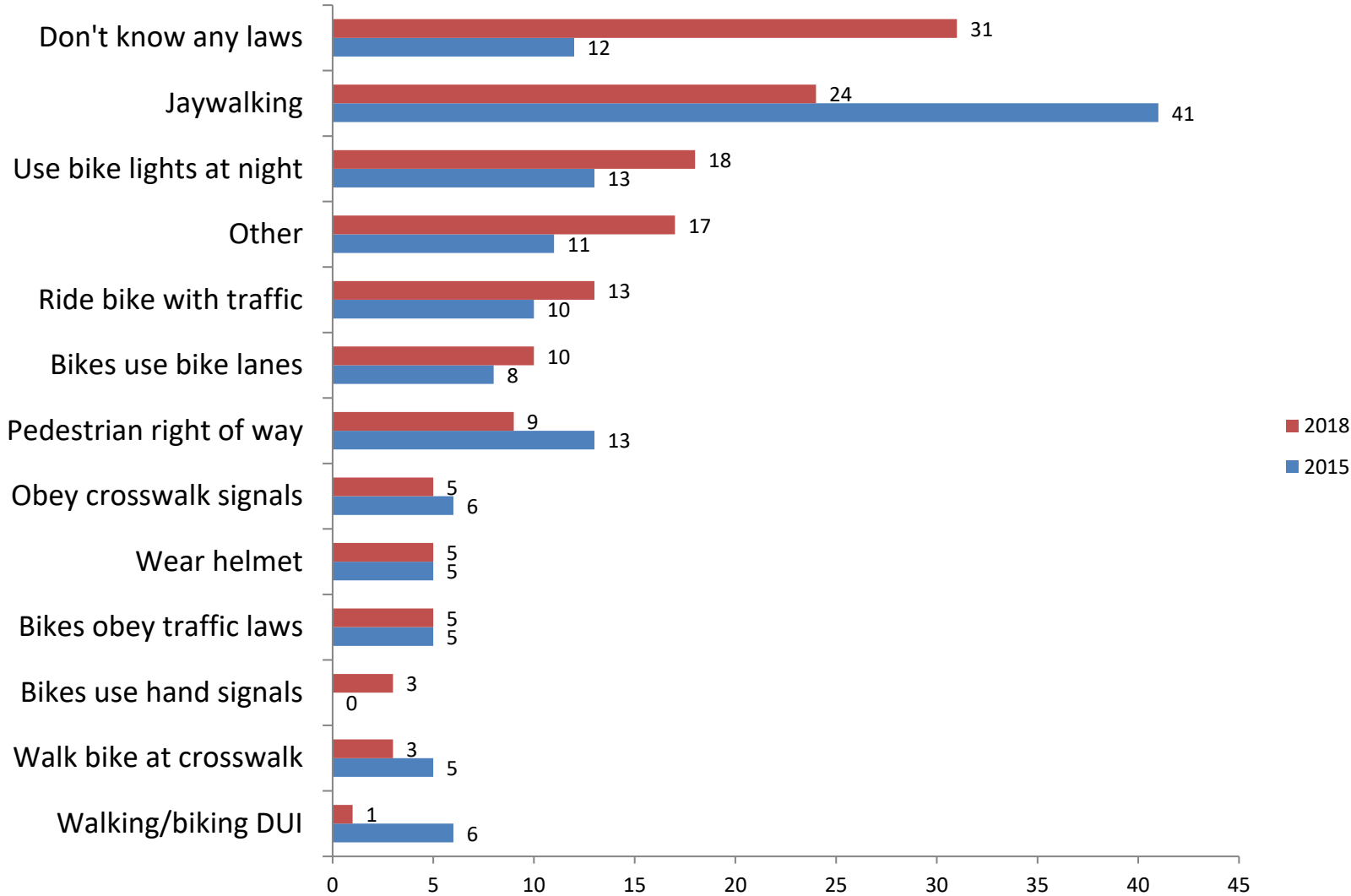
	2015 (n=98)		2018 (n=100)	
Mode				
	Count	%	Count	%
Pedestrians	83	84.6%	73	73%
Bicyclists	14	14.2%	24	24%
Wheelchair	1	1.2%	3	3%
Gender				
	Count	%	Count	%
Female	26	26.5%	41	41%
Male	72	73.5%	59	59%
Residence Distance from Fletcher Avenue				
	Count	%	Count	%
Within ½ mile	50	51.1%	61	61%
Greater than ½ mile	40	40.8%	39	38%
Homeless	8	8.1%	1	1%
Access to a Private Vehicle				
	Count	%	Count	%
Yes	32	32.6%	17	17%
No	66	67.4%	83	83%



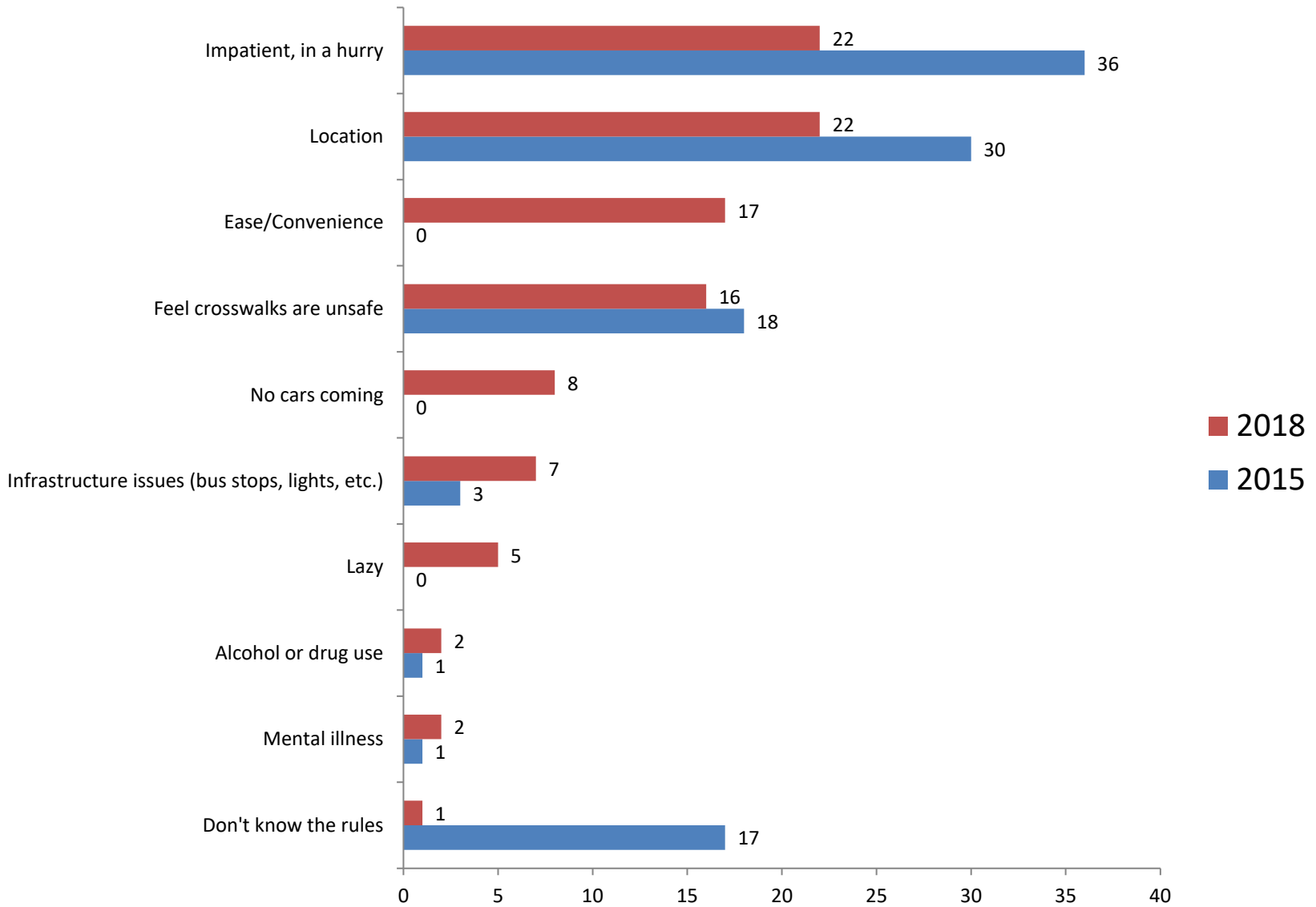
Trustworthy People



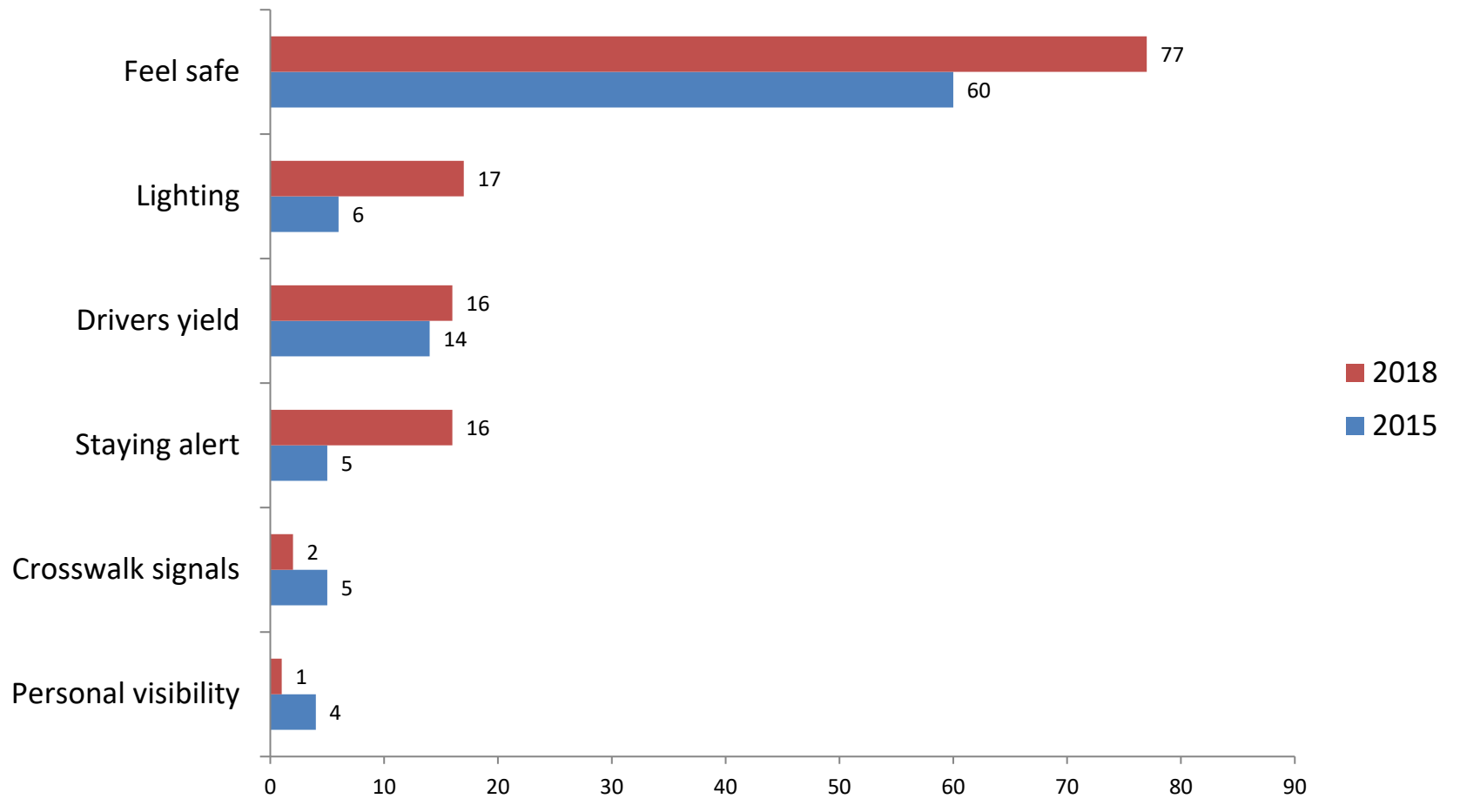
Knowledge of Florida Traffic Laws



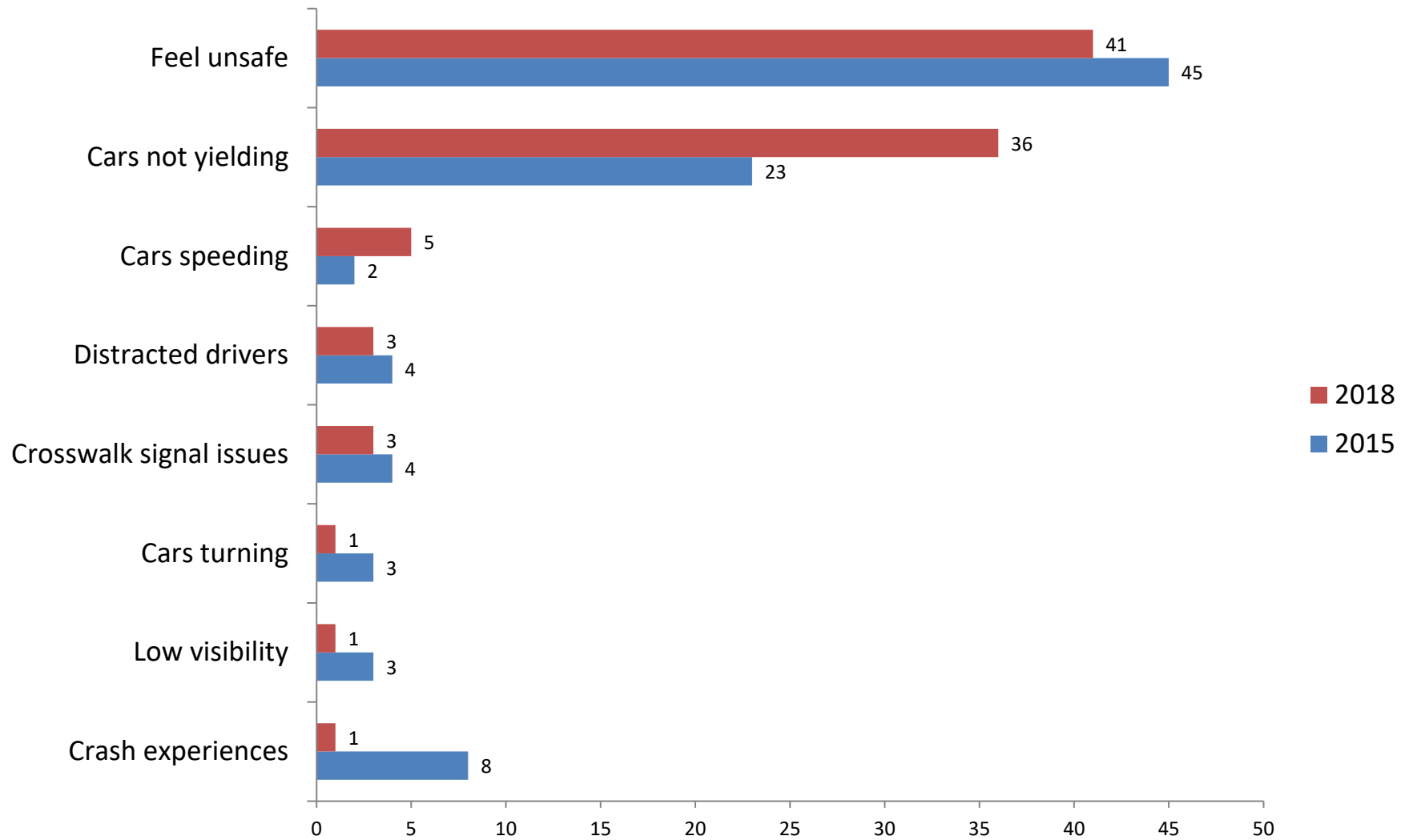
Reasons for not using crosswalks



Safe Feelings and Reasons Associated



Unsafe Feelings and Reasons Associated



Conclusions

The findings of this research are significant as they provide support for the concept that built environment improvements such as Complete Streets change pedestrian and bicyclist behavior.

- More pedestrians and bicyclists were observed using the crosswalks and pushing the crosswalk button compared to previous years.
- Observed incidence of pedestrian and bicyclist distraction while crossing in crosswalks continues to be low, showing a decline from 2014.
- Perhaps even more notably, 77 of those interviewed said they felt safe crossing Fletcher Avenue in the crosswalk an increase of 16% from 2015.
- Although crosswalk use is high, observations indicated that there are still people who will cross outside of the crosswalk on Fletcher Avenue.
- Interviewees indicated that more crosswalks, police intervention, and education would make themselves and others more likely to use the crosswalks.

Questions

