

# Tulane Bicycle Safety 2014



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# Design Challenge



Students from the fall 2014 Social Innovation and Social Entrepreneurship Design Thinking course were tasked with ideating solutions for safety concerns at Tulane University. Our group, the Spokespeople, focused on improving bicycle safety, accessibility, and infrastructure on Tulane's campus.

**How might we improve bicycle safety and accessibility on and around Tulane's campus?**

# Surveys



First: Conducted 20 surveys with Tulane students to assess whether bike safety is a real problem on and around campus. We learned perceptions about what obstacles exist to bike safety.

- Nearly all interviewees say they do not wear a helmet
- About 60% of interviewees have been involved in a bicycle accident or knew someone who had
- The majority of interviewees identified the **poor road conditions** or **threat of colliding** into others as the biggest obstacles to bike safety on campus

# Research



Each group member researched a different relevant topic concerning bike safety to better understand the issue. The topics included:

- [Bike friendly universities](#)
- [Bike friendly cities](#) (League of American Bicyclists)
- [Tulane bike policies](#)
- [NOLA bike policies](#)
- [2004 Tulane Bicycle Toolkit](#)



# Interviews



We interviewed key stakeholders in the Tulane community to understand the current administrative thoughts on campus bike safety.

Interviews:

- Liz Davey (Administrator at Office of Sustainability)
- Alex Ratliff (Design Project Coordinator at the Office of the University Architect and Campus Planning)
- Bike Easy
- TUPD bicycle registration
- Bike Help Desk provided by Juggling Club



bikeeasy

# Suggested Solutions



1. Alternate Bike Routes
2. Freshmen Bike Workshop
3. Bicycle Lights

# Solution 1: Alternate Bike Routes



- The biggest issue facing bike movement and safety on campus is **sharing spaces** with pedestrians
- Bike lane implementation on McAlister seems like the logical solution, but separate bike lanes encourage faster biking
  - This could potentially increase the frequency and severity of bike collisions
  - Our research indicated that the best way to improve both bike safety and accessibility is encouraging the use of alternate routes on campus
- The result was our “**Green Wave Alternate Bike Routes**” promoted by handout maps and signs on campus
  - These routes could be further marked with a green path painted as well as official Tulane Bike Route signs

# Solution 1: Alternate Bike Routes



# Responses: Alternate Bike Routes



Responses were mixed but mostly positive. Here are some sample responses:

“I always take Law Road to get to class on the Academic Quad. Engineering Road is a new gem for getting to work!”

“I never bike on McAlister if I don’t have to. There’s much more room on Newcomb Place, and the bike lane by the library has been super helpful! What’s going to happen to it after construction is finished?”

I already use most of these routes. If you bike enough on campus and actually want to get to class faster, you discover these on your own. It’s a good thing to promote to new students.”

# Solution 2: Freshmen Bike Workshop



- **Bike Easy:**
  - Bike Easy willing to **co-host workshops** of 20+ students
  - They already partner with the graduate School of Public Health for bike commuter workshops, and are interested in partnering with Uptown Campus as well
- **Content:**
  - Rules of the road
  - Bike safety tips
  - Basic bike sizing and care
- **Suggested method of implementation:**
  - Target freshmen through Tides courses or orientation programs so that student bike education and community **grows from the bottom up**

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# Solution 3: Bicycle Lights



We suggest TUPD offers free bike lights upon bike registration. Tulane provides students with ample free promotional items and bike lights can be an additional item. Providing bicycle lights upon bicycle registration would:

- Encourage students to actually register their bikes
- Help bikers avoid hazards and bike more safely
- Make bikers more visible to driver and other bikers.

The cost of implementing a bike light program was evaluated, and we recommend that TUPD purchase bike lights **wholesale in bulk**. If cost is a hindering factor, it is suggested that local companies **subsidize** the lights in return for having their logo on the lights (e.g. marketing stickers).

# Contact Us



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