Commuter Solutions:
Current Outreach, Promotion, Education, and Event Initiatives

For CTC Fall 2012
Commuter Solutions Unit

Promote and educate about mode choices that do not involve driving alone to campus.

• 4 full time staff
  – 3 have master’s degrees in Urban and Regional Planning
  – 2 are nationally certified bicycle safety educators
• student crew
  – ~25-30 SAFEwalkers
    • Receive extensive safety training
  – 4 University Bicycle Resource Center (UBRC)
    • Receive training in mechanics, proper riding technique, and on various available Commuter Solutions programs. Formerly known as “Bicycle Ambassadors”
Commuter Solutions Unit

Modes
- Transit (Campus Bus + Employee Bus Pass)
- Bicycle
- Walk
- Carpool/Vanpool

Support Programs
- SAFEwalk
- Emergency Ride Home
- Park and Ride
- Flex Parking
- Car sharing (with Zipcar)
- Bike sharing (with Bcycle)
- Bike parking (including racks, lockers, cages, football bike valet)
- Rideshare Etc
- Outreach
The Three Es: Engineering, Education, Enforcement

• Public Health/Safety Model of Behavior Change
• Encourage a behavior society/community has deemed desirable
  – Non-drive alone mode (because can’t accommodate everyone who comes to campus with a parking stall)
  – How to use the mode (safe/lawful)
• The Three E’s work together. No one E provides the complete solution.
The Three Es

Engineering

• Make the “desired” choice easy / “undesirable” choice difficult

• Can solve most issues, but
  – Not always 100% effective
  – Solution for one type of user may not meet needs of all

• Can be expensive

• Sometimes difficult due to site constraints

• Transportation Planner, Campus Planning, City Engineering, Project Planners, Bike/Ped Coordinator (especially for bike parking)
The Three Es

Education

• Make sure everyone knows the rules
• Guide people towards the “desirable” choice
• Methods
  – Literature, Advertising & other messaging (email, text, etc)
  – Web & social media
  – Classes, tabling & other face-to-face
  – Signs
• Hard to reach everyone who needs the information
  – Can be expensive
  – No way to contact some people
  – Information overload
    • “Sign fatigue”
  – Message is complicated
  – Don’t think they need to be educated
• Commuter Solutions, Field Services, UWPD/Madison police, other groups throughout campus
The Three Es

Enforcement

- Further educate (if they didn’t know)
- Penalize (they knew the “desired” thing to do but choose the “undesirable” thing anyway)
- Discourage future mistakes
  - Doesn’t work on everyone
- Enforcement officers can’t be everywhere always
- Field Services (parking) & UWPD/Madison police (moving violations)

Other Es: Encouragement, Example
University Bicycle Resource Center

- Replaced old Bike Annex from Lot 60
- Located in basement of HC White Library (at terminus of one of busiest bike paths in town)
- Soft launch summer ‘12, grand opening fall ‘12

Services
- Free use of tools, air pump, lubricant and other supplies as available (24 hr access to some tools and air)
- Bicycle repair manuals, bicycle maps, bike registration forms, other literature
- Assistance from student staff trained in mechanics and proper riding technique

- Open hours 30 hrs/wk
- Monthly evening events
  - Classes, rides, movies, etc
SAFEwalk

- Escorted walks until 1am
  - Walkers also will wait with people for their bus on request
- Dispatcher provides transit and other transportation info over phone as well
- Peer to peer education
- Outreach at events
- Eyes on the street
Individualized Marketing

• Based on Portland’s Smart Trips Program
• Started January 2009
• Process
  – Web request form
  – Email reply
  – Hand delivered printed info packet
  – Recently have added option for phone/in-person
• 1,000 packets fulfilled to date
• http://www.transportation.wisc.edu/forms/commutersolutions.aspx
Social Media

- Tweets/fb messages
- At least one Commuter Solutions-related message released per week (~4 per month)
  - One SAFEwalk safety tip
  - One bicycle safety tip
  - One announcement of UBRC event
  - One info about another one of Commuter Solutions’ programs (like carpool, flex parking, etc)
  - Plus any emerging event or issue as needed
Helmet and Light Programs

• TS/UHS coupon
  – good at all local bike shops except Erik’s for 20% off bike helmets and 15% off bike lights
• Kohl Safety Center at American Family Children’s hospital
  – provides helmets for $10
• Periodic police light giveaways
Helmet and Light Programs

• A note on light/helmet giveaways
  – Can be costly and labor intensive
  – Potential negative impact on local bike shops
  – Will they wear the helmet or use the light?

• A note on helmets
  – When used properly helmets greatly reduces head injuries sustained in a crash
  – But helmets do not prevent crashes
  – Proper riding technique, appropriate and working equipment (including working brakes, lights and reflectors, and visible clothing), following the rules of the road, and anticipating the errors of other road users are key to preventing bicycle crashes
Other Efforts

- Tabling Events (about 50 planned for FY12)
- Literature (about 25 pieces currently)
- Expanding Self-Service Bike Repair Kiosk Locations
- Dane County Rideshare Etc
  - Ridematching
  - Advertising
- Coordination on Moped Issues
- New Initiatives
  - Bike Quiz
  - Student group sponsored campus rides
Questions?