On October 9th, 2019, America Walks hosted the webinar, “The Walkable Campus - Mobility Options for Higher Ed”, where we explored the importance of walking and active transportation promotion and engagement on college and university campuses.

It featured Dane Eifling, Bike and Pedestrian Programs Coordinator for the City and the University of Arkansas, Melinda Ickes, University of Kentucky Director of Graduate Studies in Kinesiology and Health Promotion, and Dave Sorrell, Transportation Demand Management (TDM) Administrator for the University of California-Berkeley Campus. Our inspiring panelists shared their own experiences, research and lessons in the walkability and mobility programs and policies being implemented on their campuses.

America Walks received many questions and comments from attendees. Our panelists took time to offer their expert answers, to continue the conversation and provide further insight on best practices used for creating safe, accessible, and enjoyable walking conditions in their work, so you can implement them too.

What is your take on creating walk only zones?

**David:** We have a walk-only zone that was established about seven years ago. This is a dismount zone that is required for bikes and scooters (remember: commercial scooter-share vehicles are banned) to avoid the area between 0800-1800 Monday through Friday. We've identified with our Campus Master Plan/ Long Range development plan that bike paths (North to South) need to be better identified if not increased throughout the campus. The other issue is enforcement - while I want us to be as proactive as possible, there are optics about our enforcement (and the UC police) of stopping and ticketing students (where there are other issues at hand that should be dealt with). Additionally, I think better signage needs to be handled (that's entirely up to the campus landscape architect).

Overall, we’re a small-ish Urban Campus. It's not a matter of wanting the dismount zones or walk only zones, but actually having the spaces for them.

**Dane:** Walk only zones should only be used at crowded destinations like a farmer's market. No walk zones should not break up a bike route.

**Melinda:** On campus, we now have an area that was a through street, and has been developed into a 'walk only' zone. I am not sure how feasible it is for most campuses, depending on the size.

How have folks approached schools if there isn't a relationship yet? What groups did you approach first?
Melinda: We talked about expanding to schools in the future but have not yet done so. If this might be of interest in your community, let me know, and I would love to partner/help evaluate! We approached our administration first, those who were working on our Master Plan, to see if they would be supportive. Then we met with some city groups (city council, urban planning). Finally, we worked to really develop the relationship with Walk [Your City].

David: If I understand the question, we do targeted outreach and partner with different organizations and departments on campus. Additionally, there are companies that we coordinate and partner to provide a program with the students (or faculty/staff) as needed.

**How long does the wayfinding signage last?**

Melinda: We actually still have some signs up (so over 2 years); some damaged ones have been removed, but the foam/particle board used stood up really well to the outside elements.

**Did you have to comply with city bylaws in order to put up wayfinding signage?**

Melinda: Since Lexington was already embarking on a similar campaign, they were supportive. However, I did attend a City Council and Urban planning meeting to share and gain approval.

Dane: Yes we typically use a standard green and white MUTCD approved signs made by our city sign shop.

David: The roles are broken between city and state - Signage at the campus proper is handled with our physical planners (more or less with coordination with my office). the City’s signage is dealt with the city.

**Would Melinda be willing to share the focus group guides and short online surveys?**

Melinda: I am happy to share the focus group guide (we currently have a manuscript under review). We are still working on survey data analysis, but if you reach out to me and are interested in collaborating on data collection, we can talk more about this.

**Are the signs permanent or are they meant to be replaced by permanent signs in the future?**

Melinda: They are not permanent (and we use zip ties to attach, so they are easy to be removed when desired). However, they lasted way longer than we anticipated. Our university only planned to keep them up for 6-months to a year, but decided to keep them up longer given the shape they were in.

**Did you notice any changes in pedestrian-involved traffic accidents with greater walking awareness?**

Melinda: No, we did not. The Pedestrian Advisory Committee was developed shortly after, and they also took safety, development of additional crosswalks, etc. into consideration.

**Could you give some more details about the Walk Your City sponsorship for signage? Do they usually sponsor or was it an exceptional case for UK? Could you get me in touch with them as well? Thank you!**
Melinda: They do not usually sponsor, to my knowledge. However I believe costs are pretty minimal for the signage printing. All of the other resources are free. Here is their website: https://walkyourcity.org/

**Were there pre and post-signage pedestrian counts along signed corridors?**

Melinda: No, looking back, we should have done that as well. It would be a great addition of observational data and if interested, would love to partner on an evaluation like this!

**The number of Students walking seems really high, considering the average distance is 3.9-4.6 miles...**

David: Since Berkeley is in a rather urbanized area (population 122,000), the campus is landlocked within the City of Berkeley; also adjacent to Downtown. The Bay Area Rapid Transit (BART) station is one of the busiest in the system as it is; and the City has made it a priority for college folx to move around. Not every student lives in the dorms; in fact the grad students tend to move that average higher since they live at an offsite (University Village in neighboring Albany). Since the campus is landlocked with the City of Berkeley at large, and since parking (especially for students) is restricted and limited, and transit is slow (but very frequent), students can walk longer distances - may also be preferable.

**How many people (students, faculty/staff) participated in the Berkeley 2016 and 2017 Survey?**

David: 2,800 students (Undergrad & grad students), 3,500 staff & faculty.

**Who did you work with at Uber and Lyft to set up the drop off points?**

David: We've reached out to employees with both TNC companies in early 2018 at an off-site event with the other UC's. When we had contact with them, we've identified the (then) seven pick up and drop off spots on campus. Since we do not have any through roads in the middle of campus, they had no choice but to put the pick-up/drop off spots along the perimeter of the campus. This helped organize the pickups accordingly. Drop-offs on the other hand, require some more micromanagement because (1) you're only as good as the app and the maps the end users utilize, (2) only as good as the driver, and (3) the proper coordination with the respective TNC company.

**What was the biggest barrier that had to be overcome to increase bike usage on campus?**

David: The good news is that bike use is continual and always on the upswing at the UC Campus. The main issues are: (1) cynically speaking - no one knows how to drive accurately in the City (much less the Bay Area) and (2) the infrastructure to connect the campus, Bike Boulevards and the rest of the City. The other issues is that we do have thefts (mainly the grad housing offsite and the Residence Halls). Shared bike programs (like Baywheels in the Bay Area) help avoid bike purchases altogether (and associated thefts), and are reasonably affordable to communities of concern (in fact, UC Berkeley is the first university in the country to provide an outright, free program for our Pell and DREAM grant recipients).

**Why do you not like the 3D crosswalk paint?**
Dane: The installation was done on a worn-out section of asphalt. Would have liked to have it in a more urban location.

Did you call the crosswalk that lights up a “Passive Detection”?

Dane: Yes, passive detection means that the pedestrian activates the light just by walking up the crosswalk rather than pushing a button.