



WalkWise: Grassroots
Education and Encouragement
For Pedestrians, Bicycles, and
Drivers
“Fletcher Avenue”



Presented by

Julie Bond, MPA, LCI

Senior Research Associate
Center for Urban Transportation Research
University of South Florida



Funded by FDOT



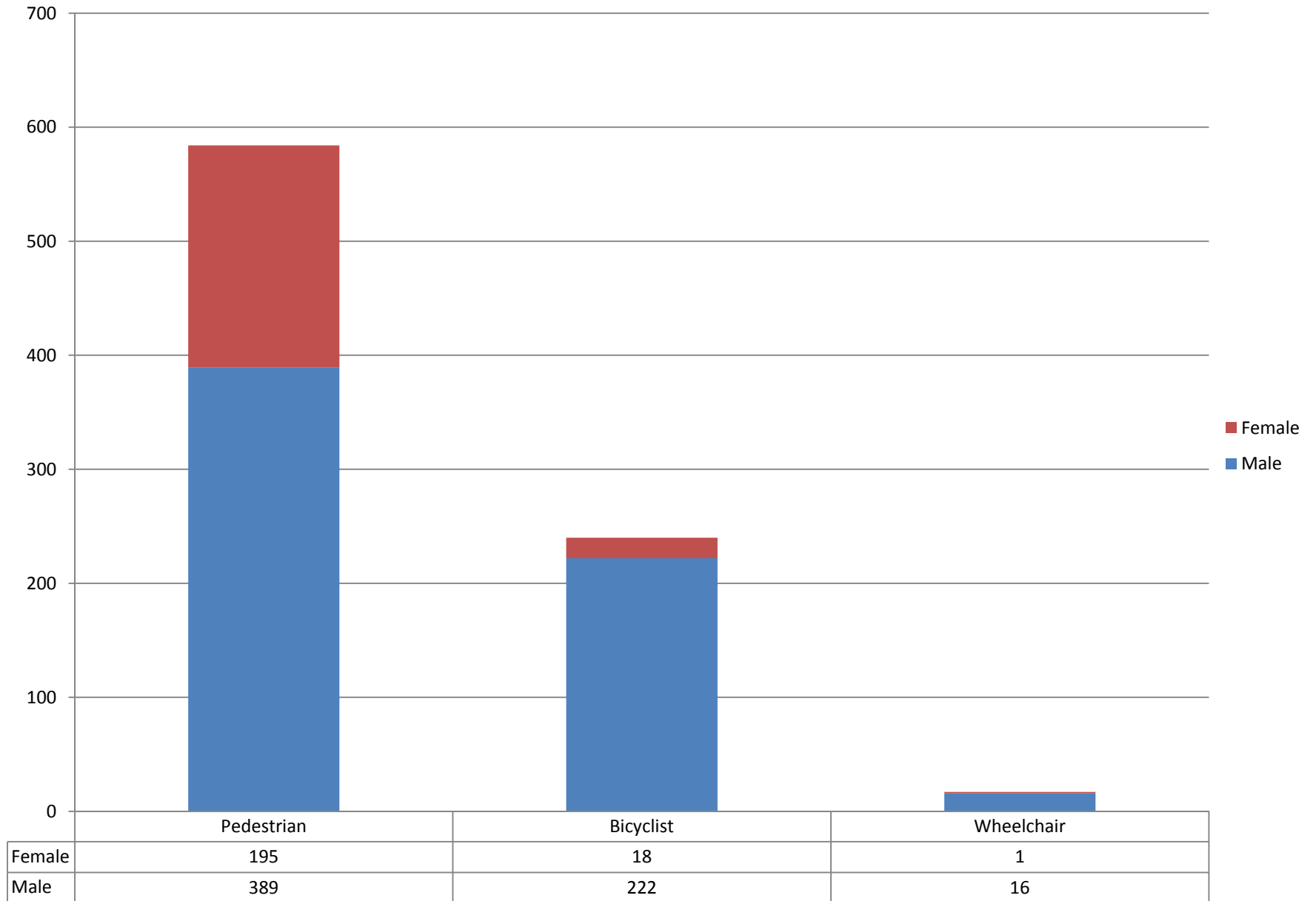


WalkWise on Fletcher Avenue

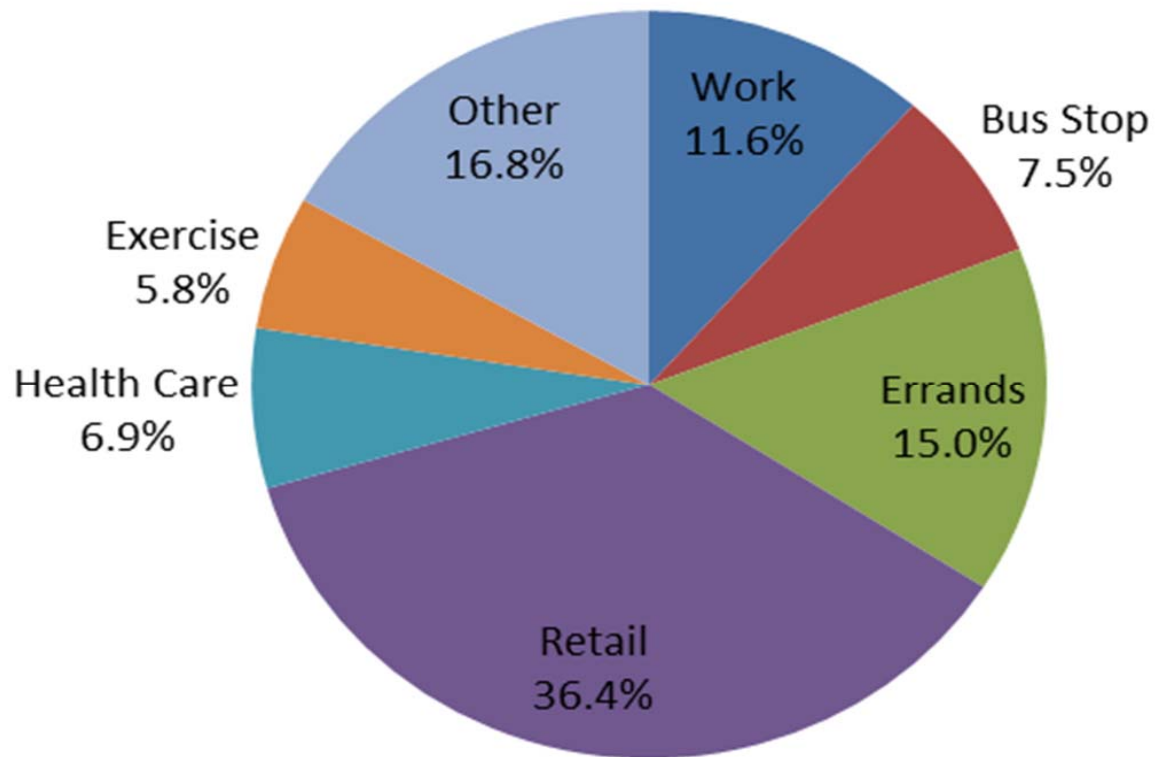
Observations/Surveys

- 867 Individuals Observed
- 173 On-the-Spot Surveys
- Observations conducted August, 2014
 - Fletcher/Nebraska
 - Fletcher/22nd
 - Fletcher/15th
 - Fletcher/Bruce B Downs

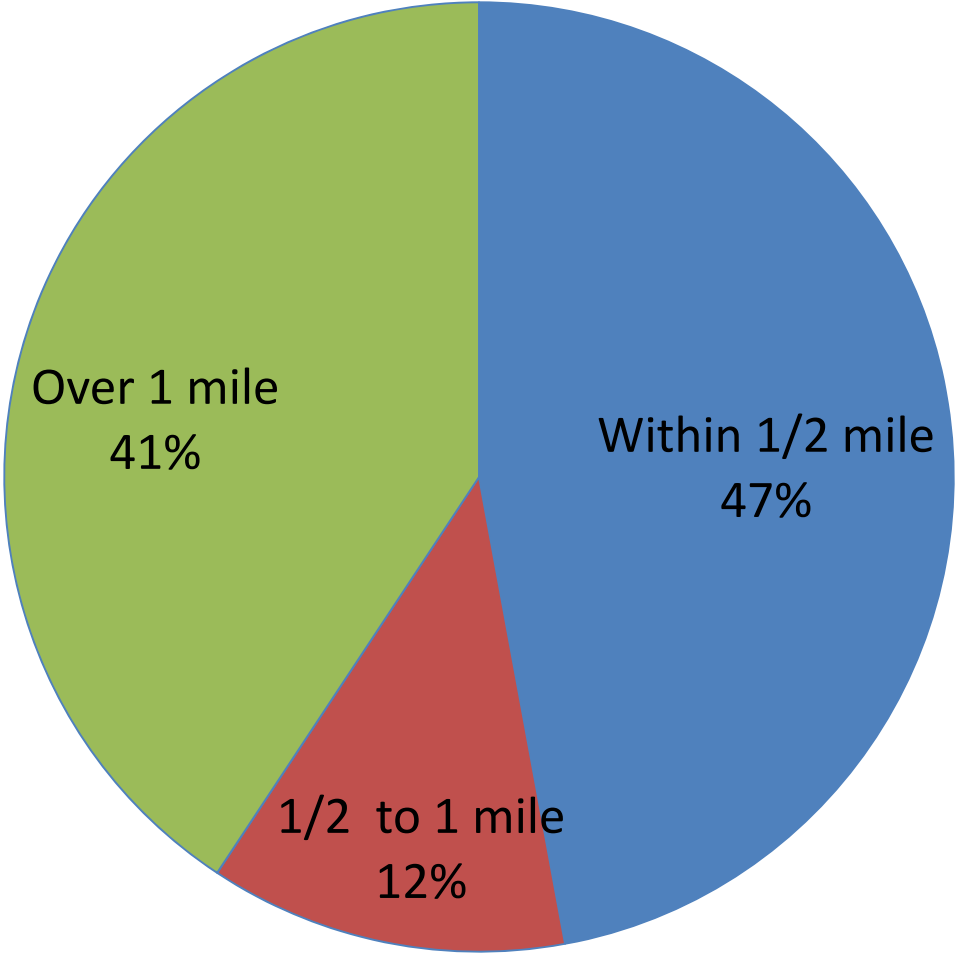
Observed Mode of Transportation by Gender



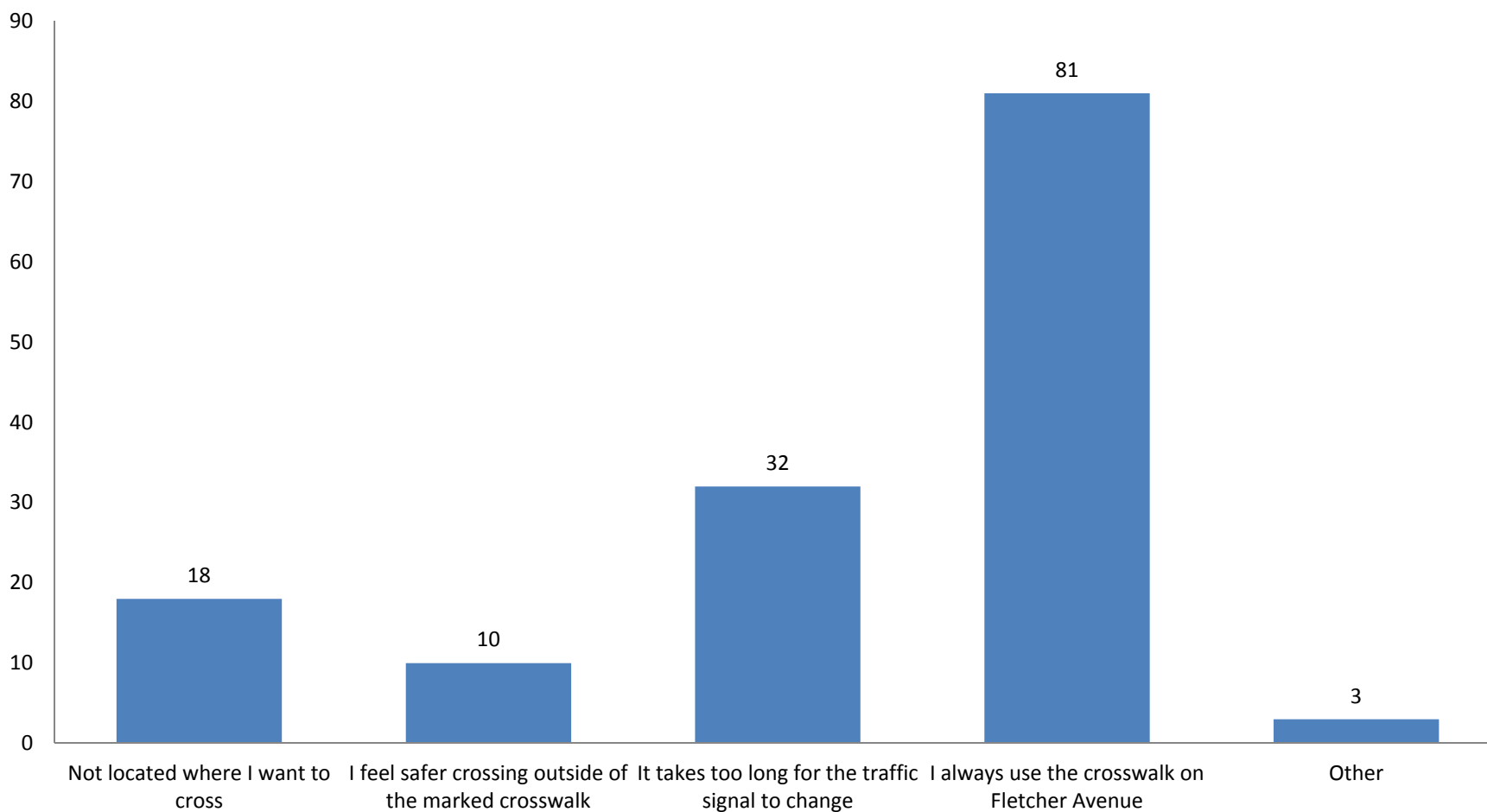
Why are you traveling on Fletcher Avenue?



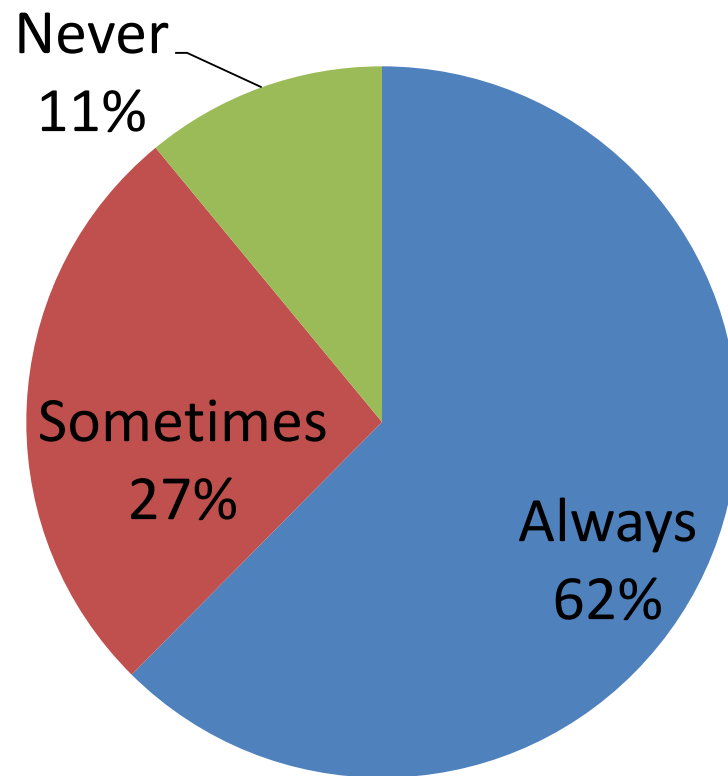
How close do you live to Fletcher Avenue?

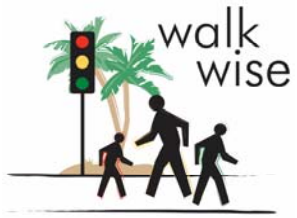


What would cause you NOT to use the crosswalk?

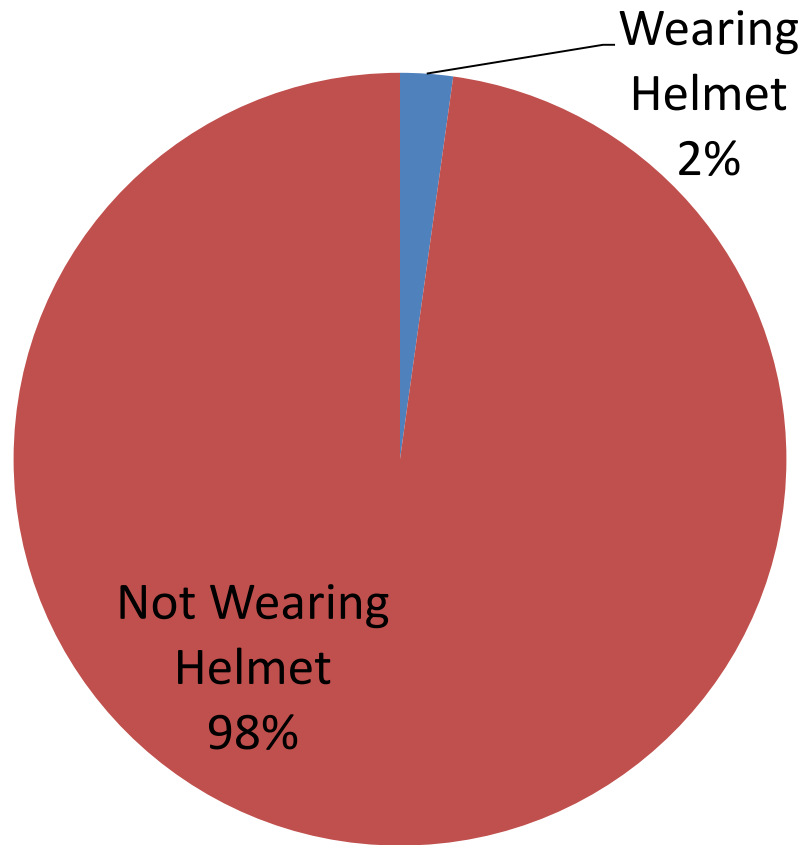


Do you push the button to cross the street?

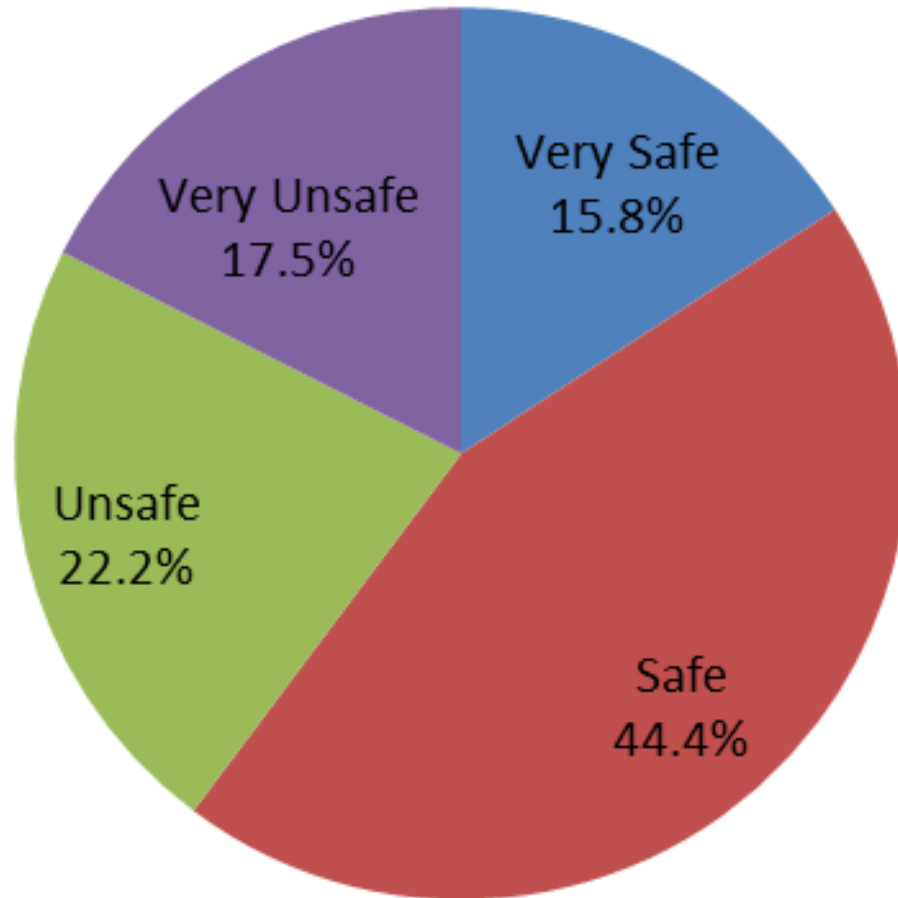




Bicycle Helmets



How safe do you feel crossing Fletcher Avenue?



Community-Based Social Marketing

- Community-based social marketing (CBSM) is a framework used to promote **behavior change**, drawing on the idea that initiatives are often most effective when they are carried out at the community level and involve direct contact with people



Next Steps

Individual Interviews tentatively planned for
February/March, 2015

Complete recommendations for Social
Marketing Framework





Julie Bond

bond@cutr.usf.edu

813.974.9799

Center for Urban Transportation Research
University of South Florida