Campus Outreach:

Share THE Road

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Sponsored by TxDOT Traffic Safety Grants
Bicycle Fatalities and Injuries

• Most fatally injured bicyclists are 20 and older
• Most fatalities and injuries occur in urban areas
• Highest injury rates in 2012, 2013: ages 20-24

(NHTSA, 2015)
Bicyclist-Motorist Safety for College Campuses

• **Target demographic**
  – Young adult bicycle riders, young adult drivers
  – Commuting in urban or semi-urban area
Year 1 – TAMU Campus

• **Focus groups: bicyclists and drivers**
  – Frustration between cyclists and drivers
  – Confusion about bicycle laws

• **Direction for outreach materials**
  – Focus on bicycle laws
  – Messages targeting both groups
Campaign Logo

- Incorporate “Share the Road” theme
- Texas flag colors
1st Year Outreach Materials

• Bicycle Laws Tip Card
  – One side for drivers
  – One side for cyclists

• Promotional items

• Website:  
  www.sharetheroadtexas.org
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Year 2 – TAMU and UT Campuses

• Focus Groups (Austin)
  – Emphasize shared responsibility
  – What does “sharing the road” look like?

• New Outreach Materials/Messages
  – Beyond laws to “how to...”
  – Address specific situations
  – Show cyclists’ and drivers’ perspectives
  – Use videos and social media to generate interest
Year 2 Outreach Materials

• How to share the road...
  – Mid-block (between intersections)
  – At intersections

• In development:
  – New tip cards
  – New website material
  – On-line videos
Rest of FY16

- Film videos June-July
- Finalize and print new tip cards
- On-campus outreach
  - Through safety/transportation offices
  - On-campus events summer and early fall
- On-line outreach
  - Social media
  - Updated website
Future Plans

• Expand to more college/university campuses
  – Houston (UH, Rice, TSU) and/or
  – San Antonio/San Marcos (UTSA, Texas State, Trinity)

• Increase online presence
  – Expand social media
  – Potential interactive feature/page on website
Contact Information

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