

# A QUALITATIVE STUDY OF PEDESTRIAN AND BICYCLIST ATTITUDES, PERCEPTIONS, AND BEHAVIORS AFTER A COMPLETE STREETS PROJECT



**Presented by:**  
Julie Bond, MPA  
Senior Research Associate



# Research Objectives

Research of pedestrians and bicyclists who regularly travel on Fletcher Avenue was used to clarify

- (1) how individuals use crosswalks along Fletcher Avenue;
- (2) the willingness of individuals to properly use the crosswalks;
- (3) opinions about crosswalks, including motivators and barriers to using crosswalks as designed; and
- (4) barriers individuals experience related to not properly using the crosswalks (e.g., motorist yielding, safety, time).



# Methods

- Observations
- On-the-Spot Surveys
- In-Depth Interviews

Nov./Dec. 2018



Fletcher Avenue Video

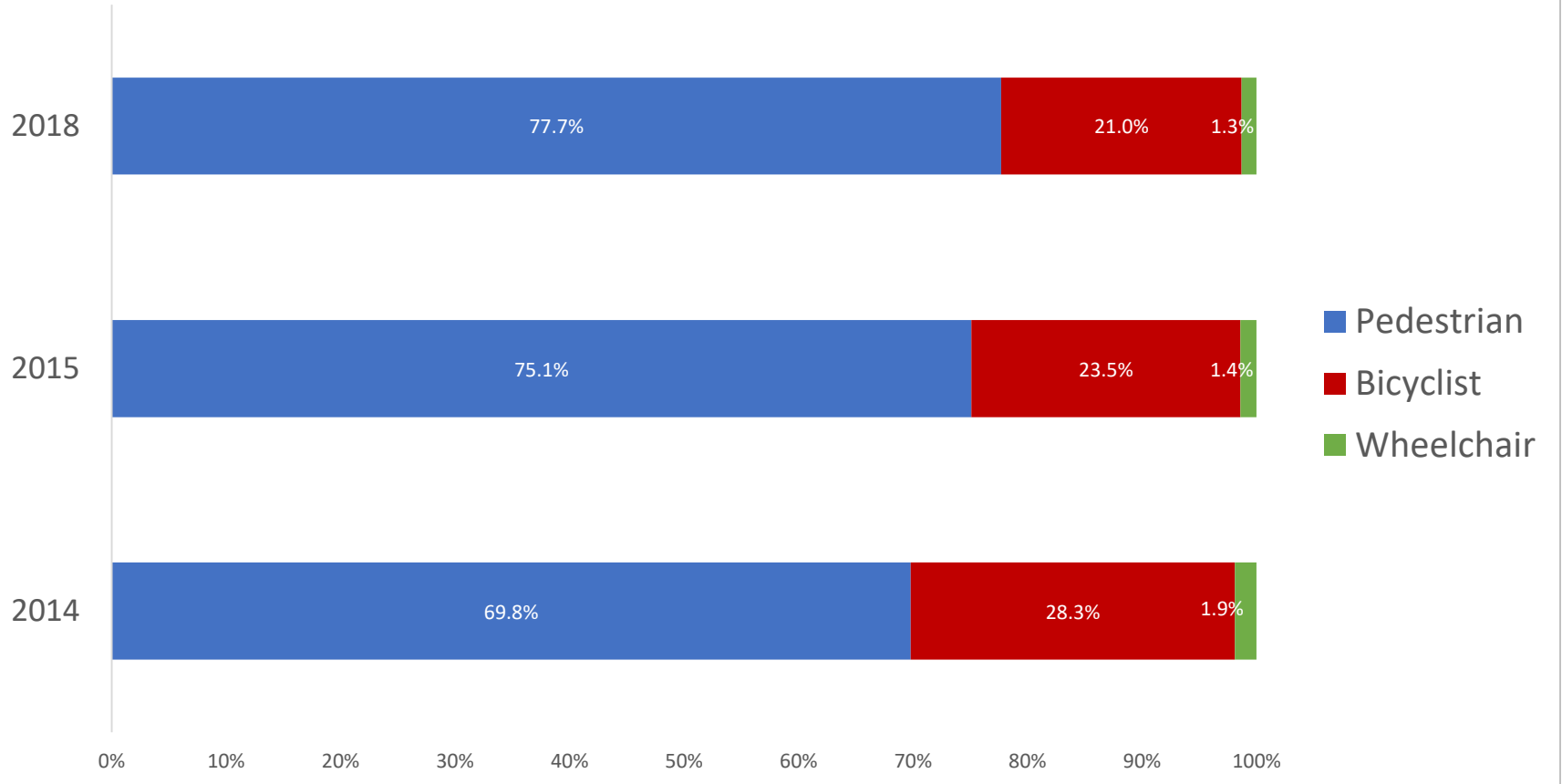
	Observations Aug 2014 (n = 867)		Observations Feb 2015 (n = 1,198)		Observations Nov-Dec 2018 (n = 1,183)		On-the-Spot Surveys Aug 2014 (n = 173)		On-the-Spot Surveys Feb 2015 (n = 175)		On-the-Spot Surveys Nov-Dec 2018 (n = 186)		In-Depth Interviews Mar-Apr 2015 (n = 98)		In-Depth Interviews Nov-Dec 2018 (n = 100)	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>Mode</b>																
<b>Pedestrian</b>	606	69.8%	899	75.1%	920	77.7%	123	71.1%	142	81.1%	146	78.5%	83	84.7%	73	73%
<b>Bicyclist</b>	245	28.3%	282	23.5%	248	21%	50	28.9%	32	18.3%	40	21.5%	14	14.3%	24	24%
<b>Wheelchair</b>	16	1.9%	17	1.4%	15	1.3%	0	0%	1	0.6%	0	0%	1	1.0%	3	3%
<b>Age</b>																
<b>Mean Age</b>	NA		NA		NA		NA		NA		NA		Mean 42.4 years		Mean 46 years	
<b>Sex</b>																
<b>Male</b>	NA		NA		NA		NA		NA		NA		72	73.5%	59	59%
<b>Female</b>													26	26.5%	41	41%
<b>Access to a Private Vehicle</b>																
<b>Yes</b>	NA		NA		NA		53	30.8%	58	33.1%	53	28.5%	32	32.7%	17	17%
<b>No</b>							120	69.2%	117	66.9%	128	68.8%	66	67.3%	83	83%
<b>Residence Distance from Fletcher Avenue</b>																
<b>Within ½ mile</b>	NA		NA		NA		81	47.1%	59	33.9%	93	50%	50	50.1%	61	61%
<b>Greater than ½ mile</b>					NA		92	52.9%	116	66.1%	91	48.9%	40	40.7%	38	38%
<b>Homeless</b>					NA		NA		NA		1	.5%	8	8.2%	1	1%

# Observations

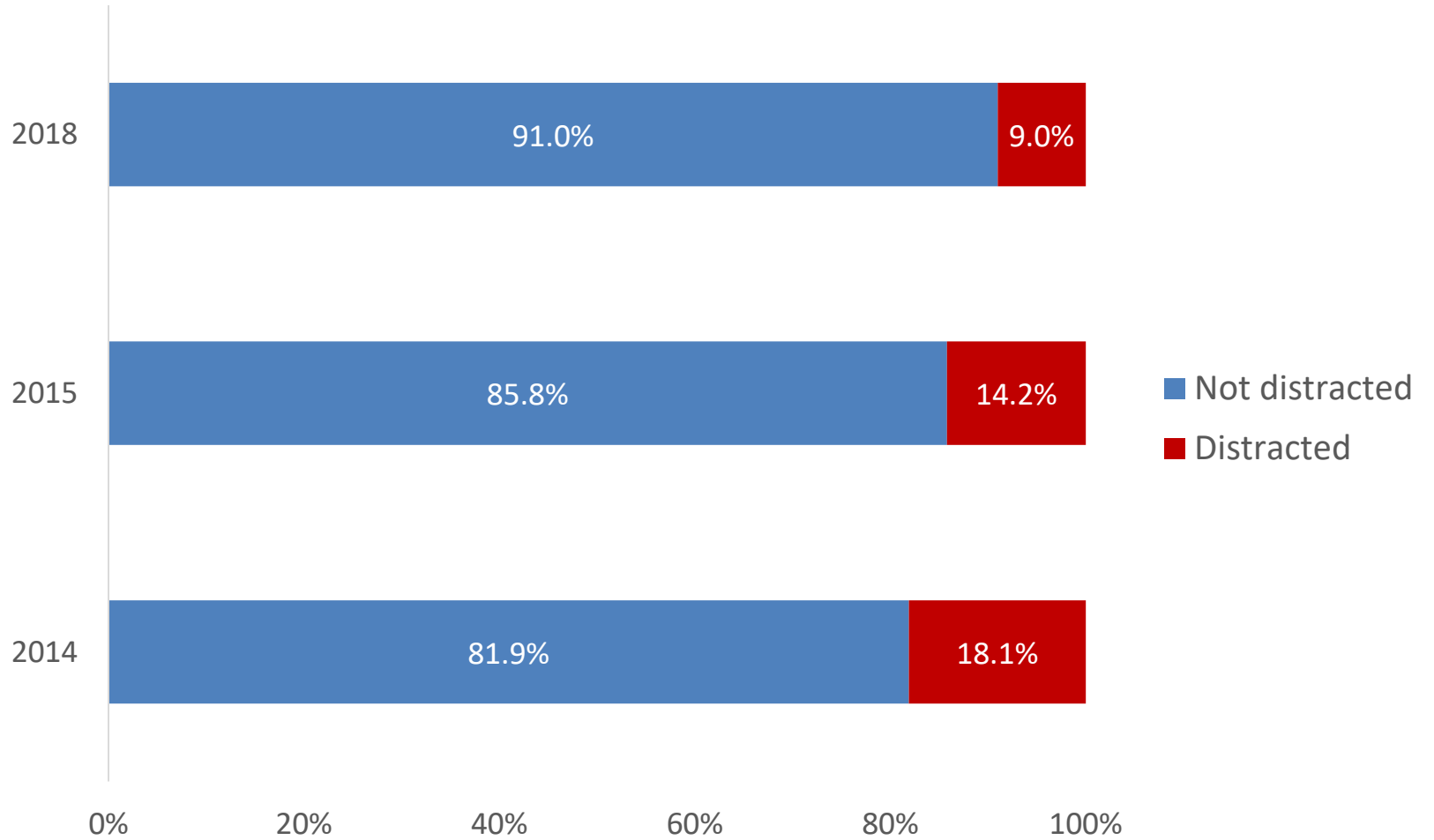


Observed Behavior Pedestrians and Bicyclists	Observations Aug 2014 (n = 867)		Observations Feb 2015 (n = 1,198)		Observations Dec 2018 (n = 1,183)	
	Count	%	Count	%	Count	%
<b>Bicyclists and Pedestrians</b>						
<b>Use Crosswalk to Cross Street</b>						
Yes	664	76.6%	871	72.7%	997	83.4%
No	203	23.4%	327	27.3%	186	16.6%
<b>Push Crosswalk Signal Button</b>						
Yes	381	44.0%	613	51.2%	879	88.2%
No	486	56.0%	585	48.8%	118	11.8%
<b>Bicyclists Only</b>	Aug 2014 n=245		Feb 2015 n=282		Dec 2018 n=248	
<b>Wearing Bike Helmet</b>						
Yes	6	2.4%	13	4.6%	3	1.2%
No	239	97.6%	269	95.4%	245	98.8%
<b>Biking on Sidewalk</b>						
Yes	217	88.6%	231	81.9%	177	71.4%
No	28	11.4%	51	18.1%	71	28.6%

# Mode of Transportation

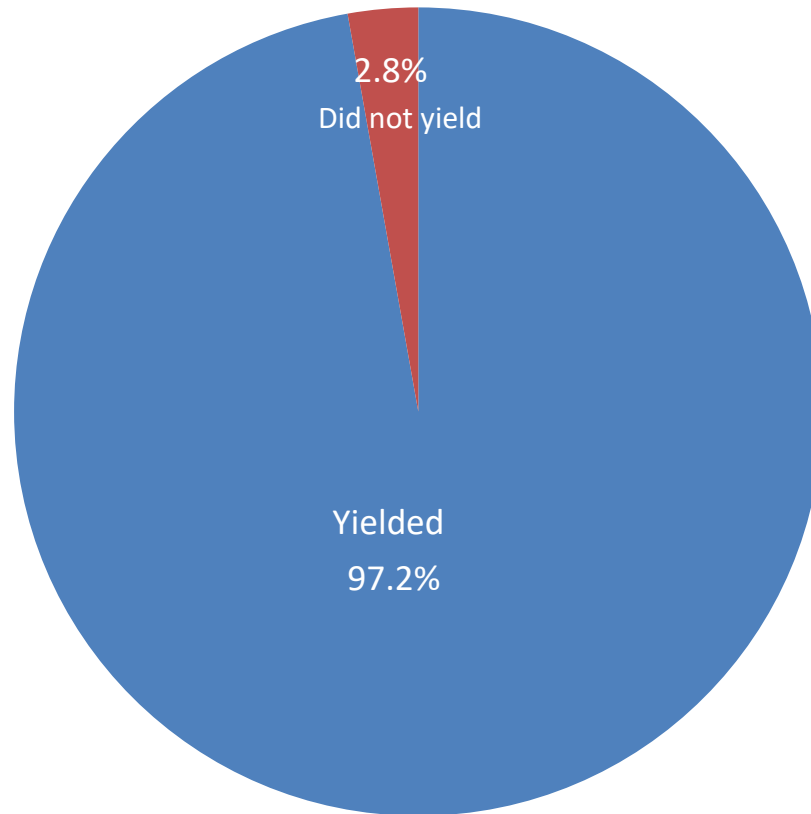


## Pedestrian and Bicyclist Distraction

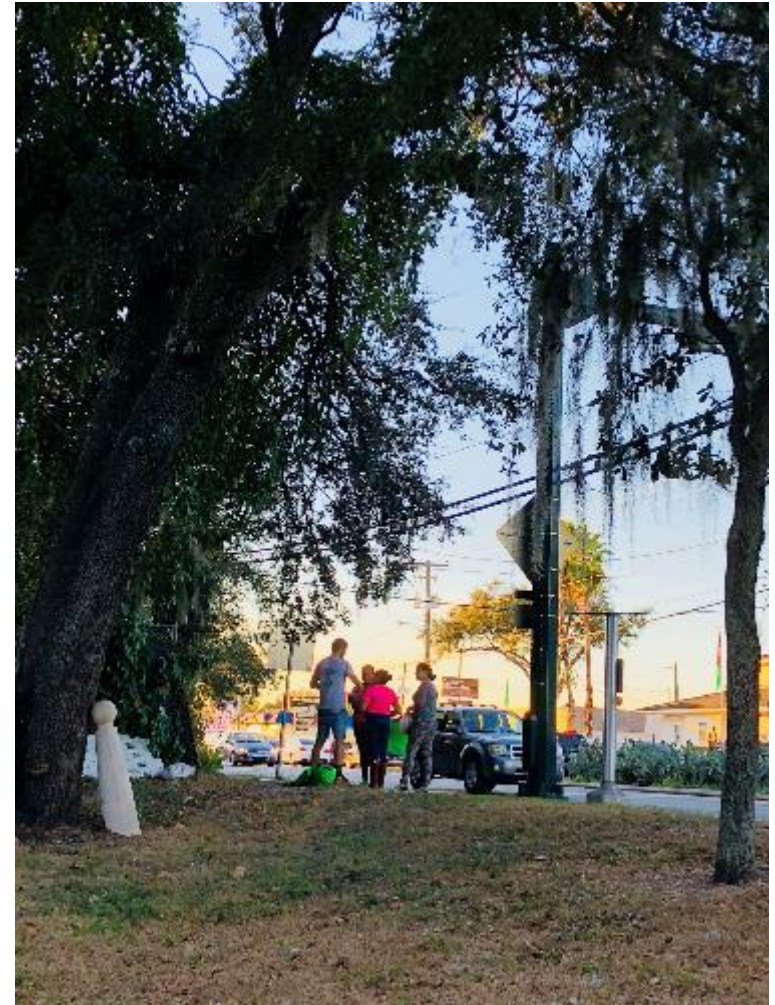




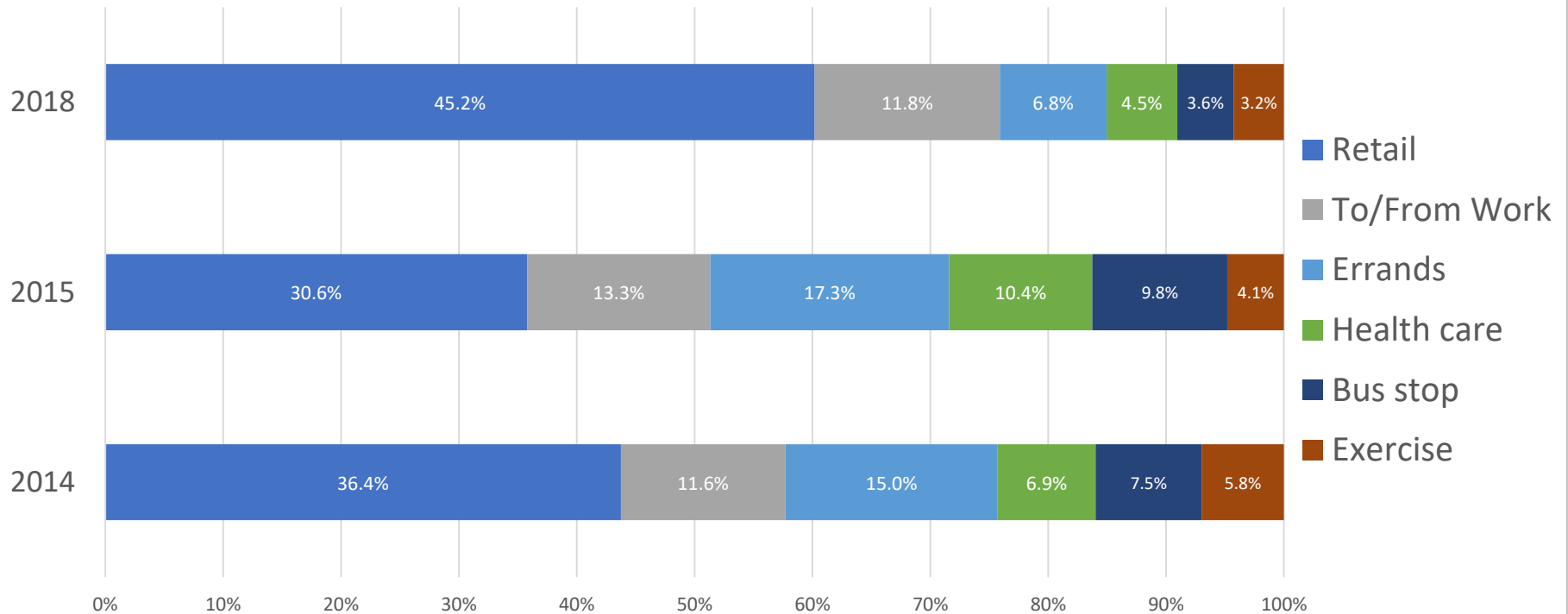
## Motorist Yielding Behavior



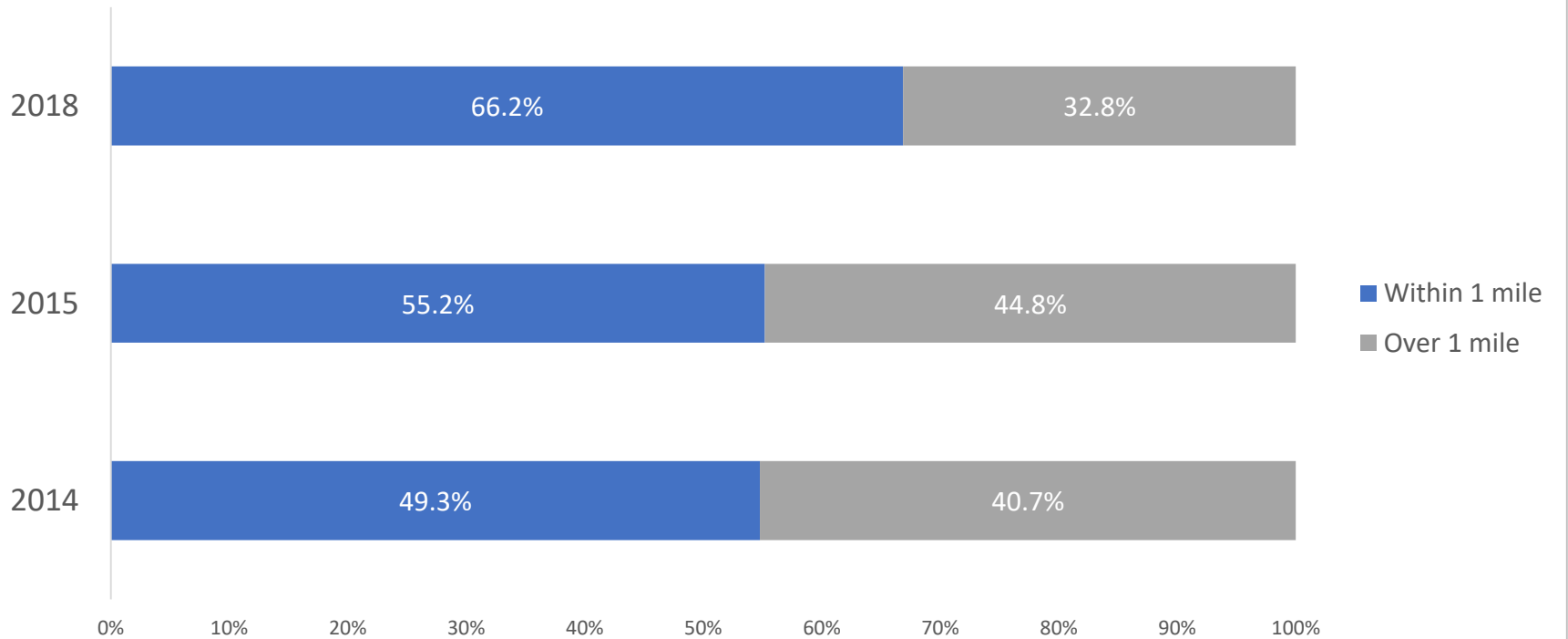
# Intercept Surveys



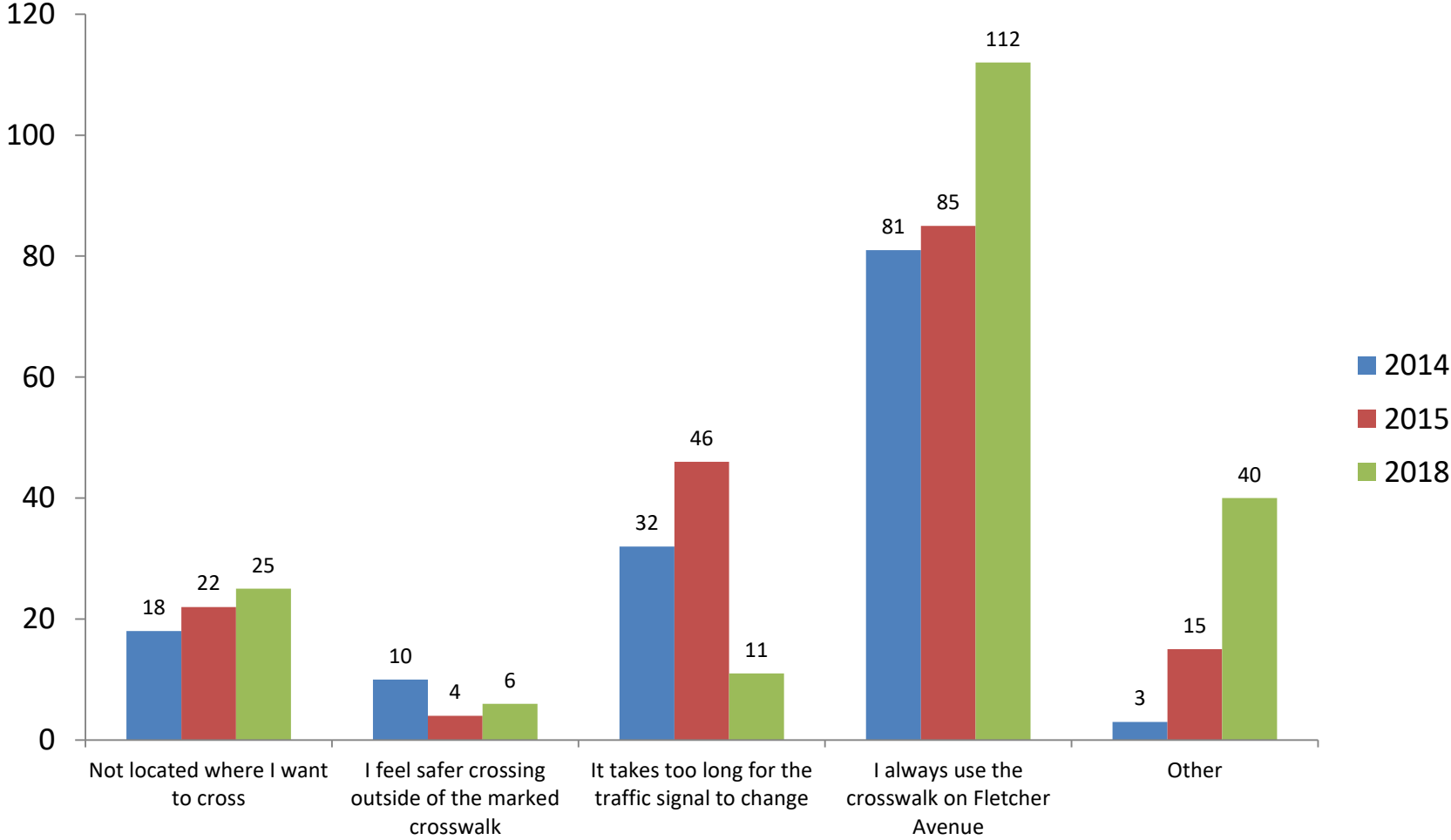
## Reasons for Traveling on Fletcher Avenue



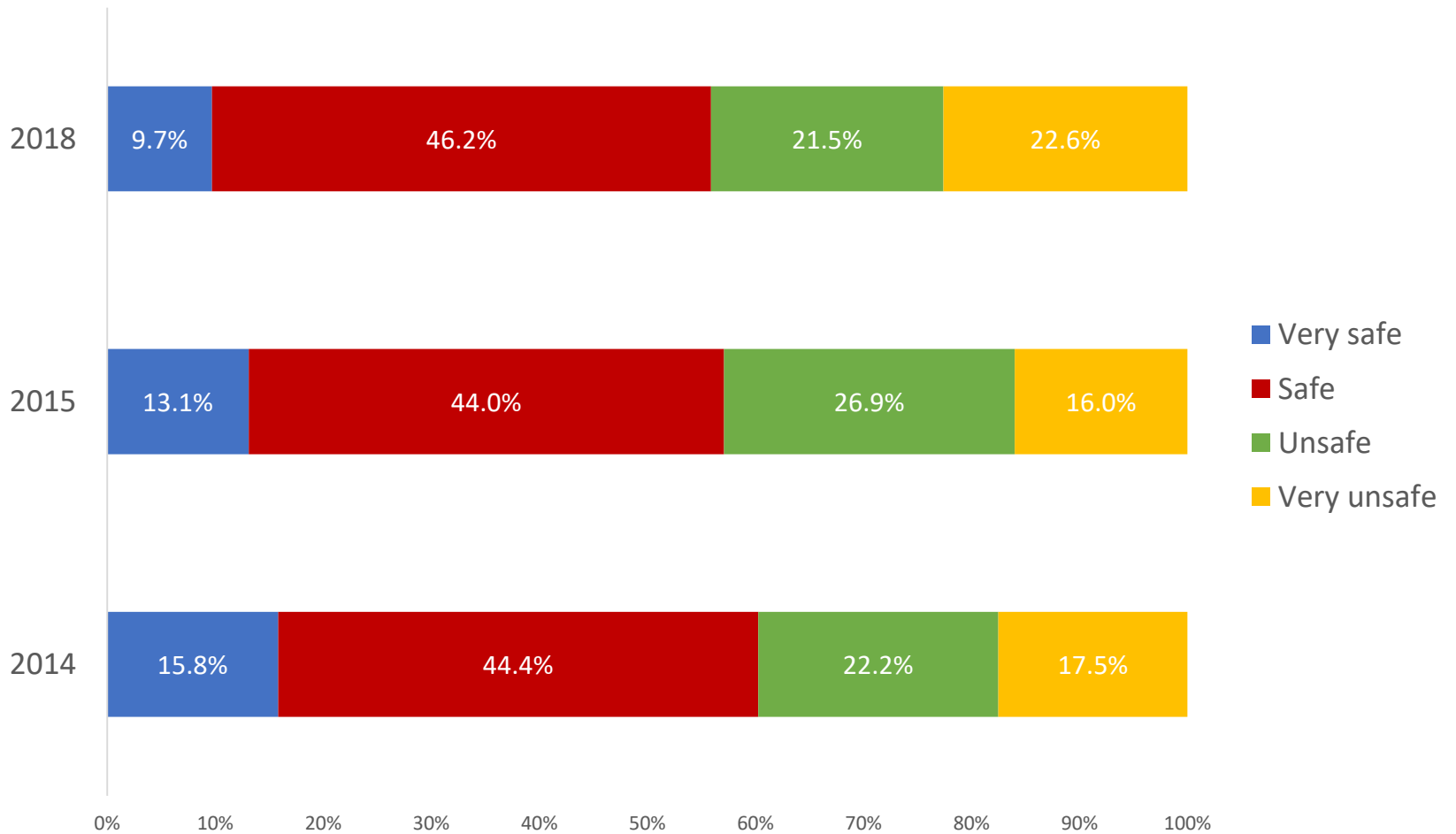
## Proximity of Home to Fletcher Avenue



# Barriers to using Crosswalks



## Perceptions of Crossing Fletcher Avenue



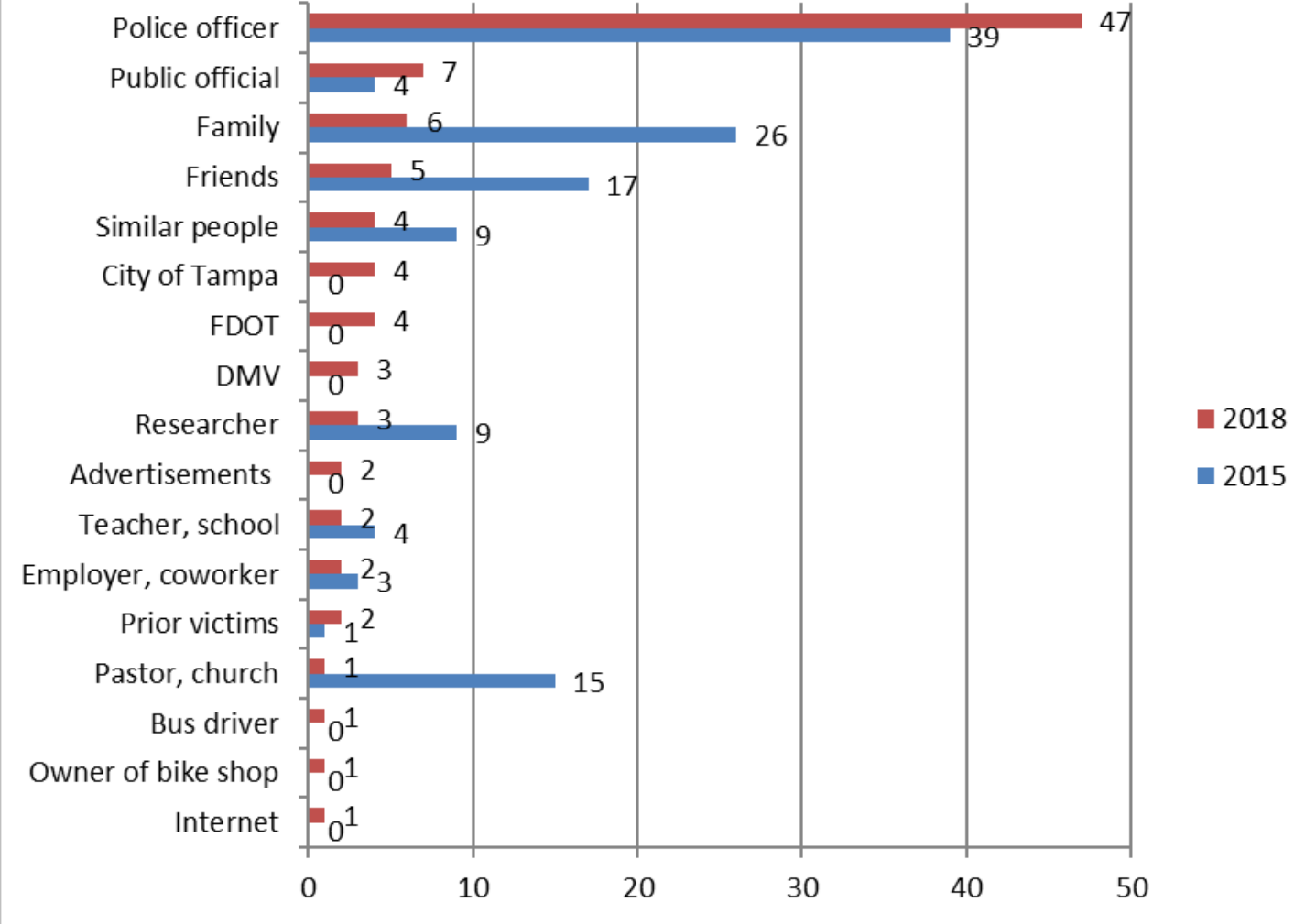
# In-Depth Interviews



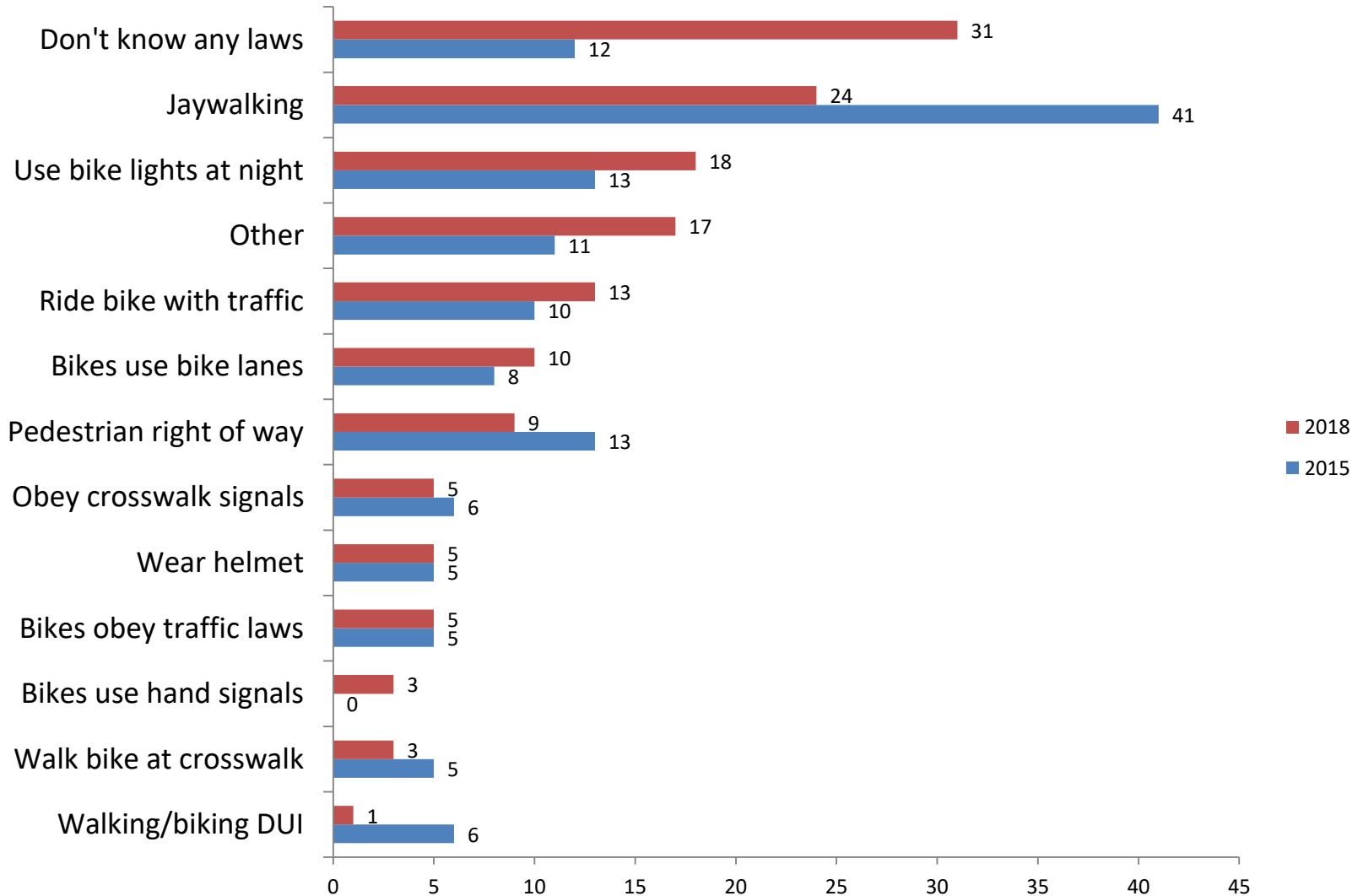
	2015 (n=98)		2018 (n=100)	
<b>Mode</b>				
	Count	%	Count	%
<b>Pedestrians</b>	83	84.6%	73	73%
<b>Bicyclists</b>	14	14.2%	24	24%
<b>Wheelchair</b>	1	1.2%	3	3%
<b>Gender</b>				
	Count	%	Count	%
<b>Female</b>	26	26.5%	41	41%
<b>Male</b>	72	73.5%	59	59%
<b>Residence Distance from Fletcher Avenue</b>				
	Count	%	Count	%
<b>Within ½ mile</b>	50	51.1%	61	61%
<b>Greater than ½ mile</b>	40	40.8%	39	38%
<b>Homeless</b>	8	8.1%	1	1%
<b>Access to a Private Vehicle</b>				
	Count	%	Count	%
<b>Yes</b>	32	32.6%	17	17%
<b>No</b>	66	67.4%	83	83%



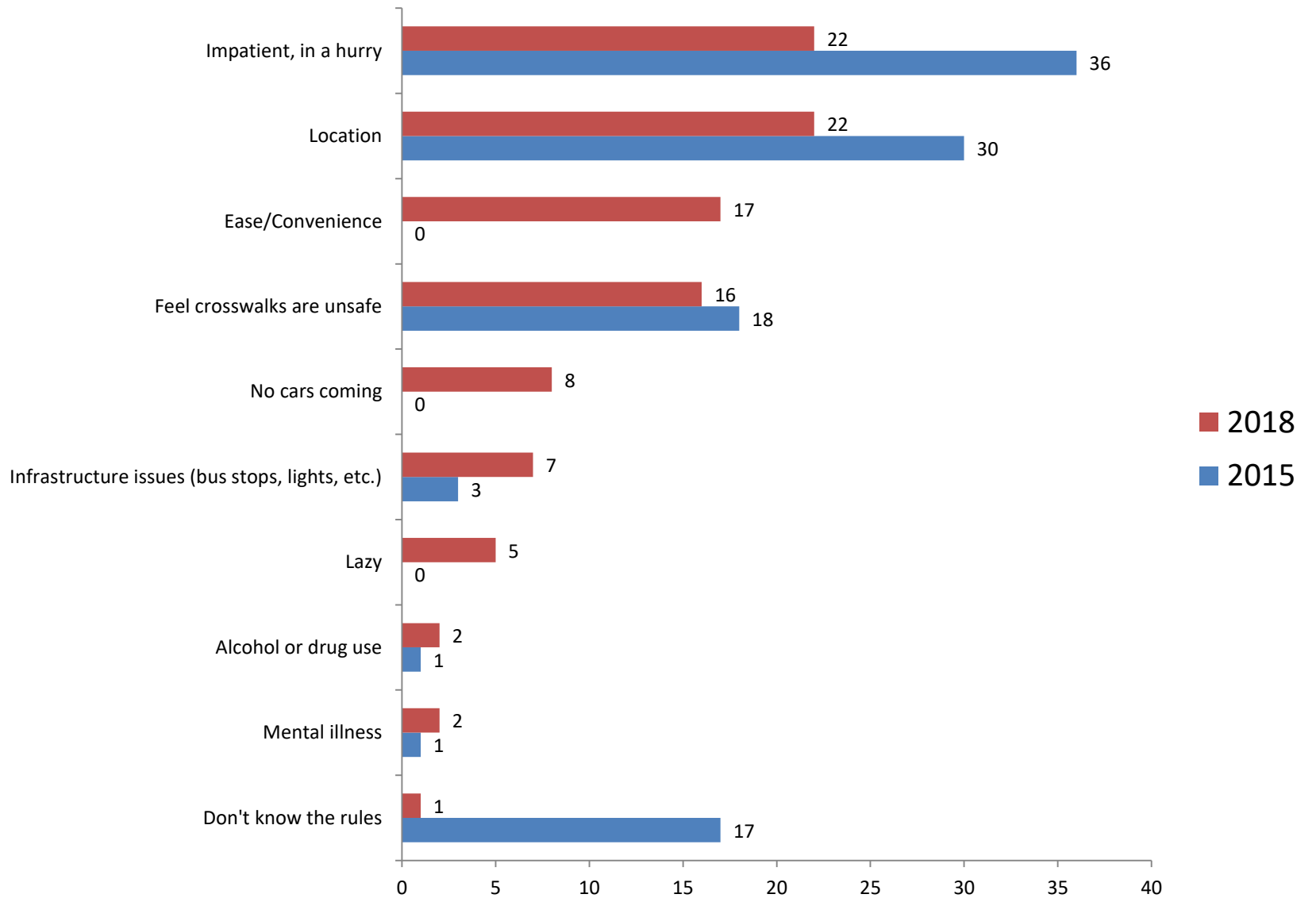
# Trustworthy People



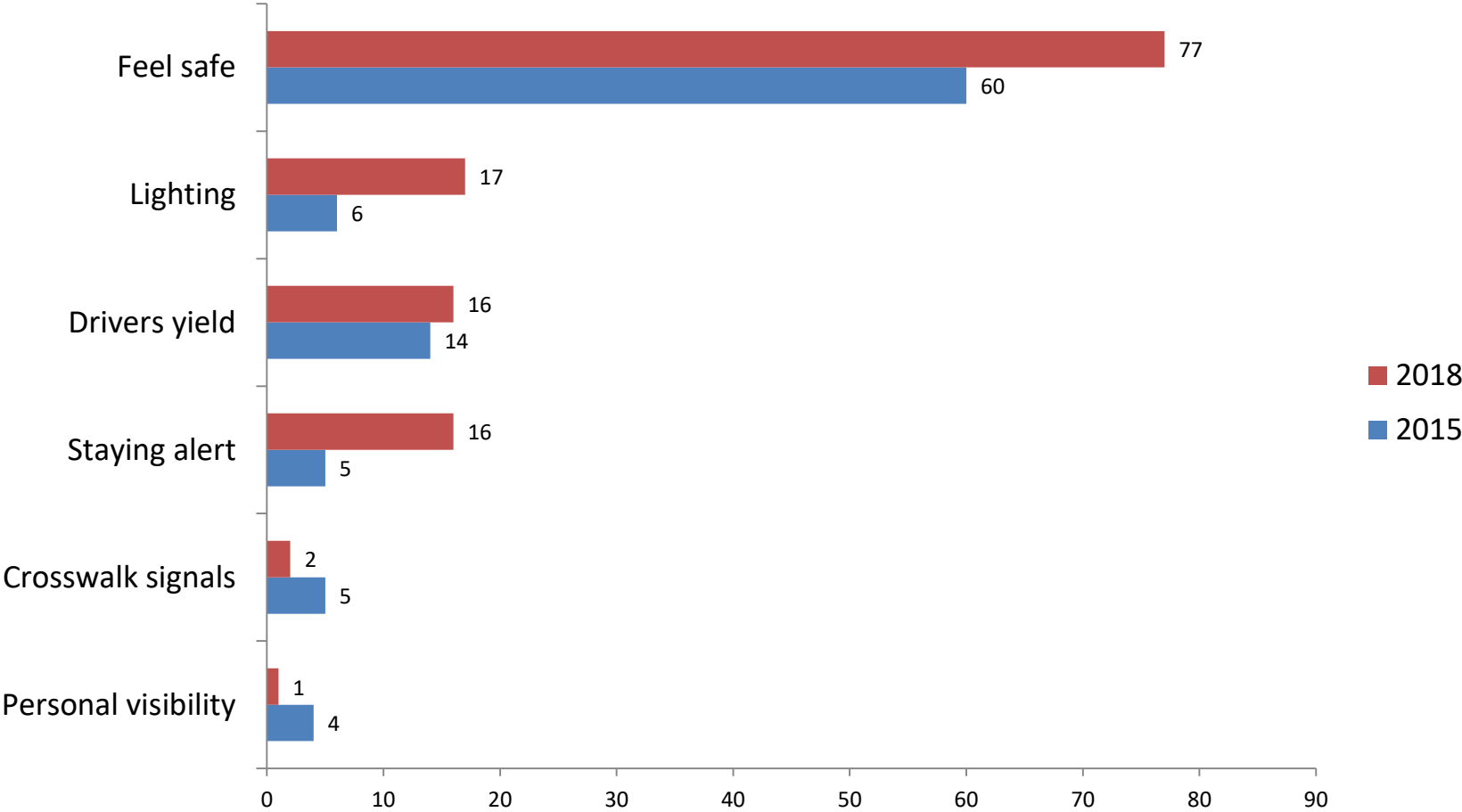
# Knowledge of Florida Traffic Laws



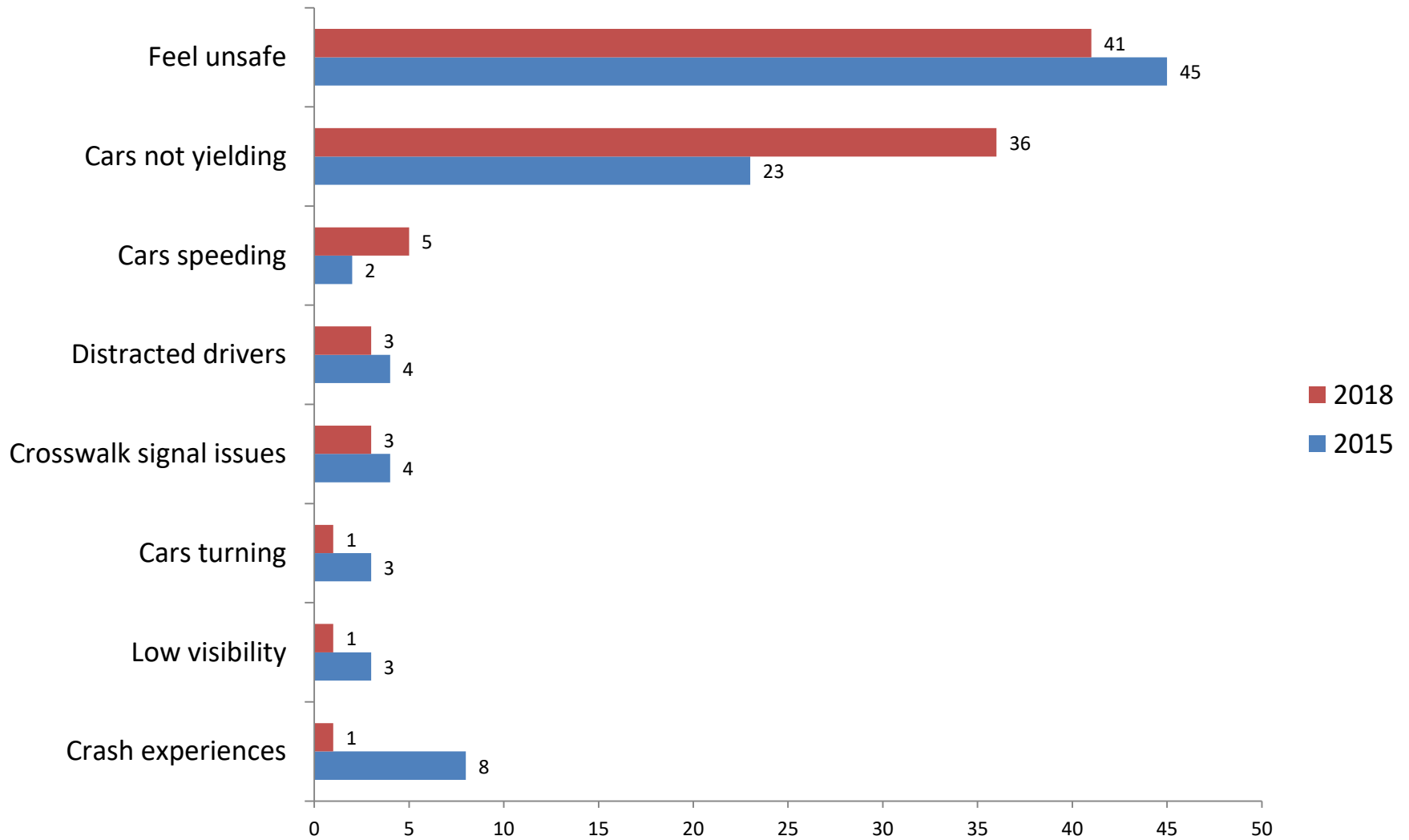
## Reasons for not using crosswalks



# Safe Feelings and Reasons Associated



## Unsafe Feelings and Reasons Associated



# Conclusions/Questions

