Traffic Safety Task Force Members

Jay Kasey - Administration & Planning
Dr. Javaune Adams-Gaston – Student Life
Mark Evans – Administration & Planning
Amy Burgess – Administration & Planning
Lindsay Komlanc – Administration & Planning
Lynn Readey – FOD
Ken Wayman – FOD
Glen Yoder - FOD
Vern Baisden – DPS
Beth Kelley- Snoke – TTM
Cindy Kratzer – Wexner Medical Center
Steve Volkmann – FOD
Shelly Hoffman – Media Relations
Liz Cook – Media Relations
Julie Anstine – Office of the President
Jennifer Evans- Cowley – Faculty
Molly Ranz- Calhoun – Student Life

Patrick Maughan – Student Life
Kellie Uhrig – Student Life
Willie Young – Student Life
Taylor Stepp – USG
Josh Ahart - USG
Kevin Arndt – USG
Brian Myers – CSA
Megan Conroy – IPC
Drew Price – IPC
Allen Cochran – CGS
Allison Sturm – CGS
David Stetson – COPE
Jenny Osborne – First year experience
Krystyne Savarese – USAC
Trudy Bartley- Government Affairs
Chief Paul Denton – OSUPD

A special thanks goes to Jaime Pujol, College of Engineering and Allen Cochran, CGS for their efforts in illustrating and producing this report. Thanks to Tom Hetrick, a master's in city and regional planning student, for his studies of pedestrian and cyclist behavior and for the photographs in this report. And to the students in CRP4910 for their efforts in collecting and analyzing pedestrian and bicyclist behavior.
Summary

A series of accidents occurred during the first weeks of the semester prompting the formation of a Traffic Safety Task Force, led by Jay Kasey, Senior Vice President of Administration & Planning and Dr. Javaune Adams-Gaston, Vice President for Student Life. While the accidents did not follow a specific pattern, feedback from the campus community suggests that students, faculty and staff feel there are significant traffic safety issues that need to be addressed. The task force was charged to provide an initial assessment of safety on campus as it relates to pedestrian and vehicular behavior and suggest both short and long term solutions. The task force reviewed safety measures and practices on other campuses and considered related research of Ohio State students and faculty before making the following recommendations.
The following are the main concerns of the campus community as expressed through email, the task force members and on social media:

- **Cyclists do not know or understand the rules of the road.** Many cyclists behave as pedestrians and do not know/understand that they are considered vehicles and are subject to the same traffic laws as motorists.

- **Distracted behavior by pedestrians (headphones, phone usage, etc.).**

- **Jaywalking and confusion regarding pedestrian rules.**

- **Inadequate infrastructure on campus to support multiple modes of transportation and provide safe environment for each mode.**
Accidents involving vehicles, bicycles, and pedestrians can occur because of distracted behavior, failure to follow traffic laws, and inadequate infrastructure. Short term education alone is not enough to change behavior. The task force recommends prolonged educational efforts combined with defined periods of enforcement.
Jaywalking

Jaywalking is a common concern on campus. For example, in observing 1,200 pedestrians on 17th Avenue at three buildings, there were significant rates of jaywalking. Even after an educational effort, significant jaywalking persisted crossing 17th.
Adopt a clear and strong set of rules of the road for all modes which can be enacted through education, regulation and enforcement to raise awareness and reduce accidents on campus. The task force recommends the following to achieve this short term goal:

A comprehensive, layered, educational campaign for all modes of transportation aimed at establishing expectations for pedestrian, cyclist and motorist behavior. Elements of the campaign would include enhancing the Share the Road website, resident advisor centered education in the residence halls, use of Buckeye TV for public service announcements and outreach education, such as a video, for international students and their parents. Education is important to achieve short term goals but is also a long term strategy.

New York City’s Look campaign could be adapted and applied to OSU, encouraging greater attention when moving through campus.
A layered enforcement strategy consisting of information blitzes followed by warning blitzes (no citations) then enforcement blitzes (citations). Partnership with the City of Columbus would be ideal to ensure consistency East and West of High St. Enforcement by OSUPD could be supplemented by a student led “Safety Patrol” reinforcing safe behaviors and suggesting corrective action for unsafe or unlawful behavior.

Adding crossing guards early in the term at high traffic intersections could promote and instill safe behaviors.
Enhancing signage at crosswalks. Current signage is aimed at motorists. Painted “Look” messages or the like would alert pedestrians to be on the lookout for motorists and not “blindly” step into the street.
Establishing the Oval as a dismount zone for cyclists. This would be the beginning of a “cultural” shift on campus and could be expanded to a larger area (e.g., between Neil and College in the academic core).
Reduce traffic congestion on campus. Evaluate delivery, maintenance and construction traffic to streamline procedures with the goal of reducing overall traffic and eliminating unnecessary deliveries, particularly on core campus, by better utilizing Stores & Receiving.
Create a campus culture accommodating and respectful of all modes of transportation to ensure the safety of students, faculty, staff and visitors on campus. The task force recommends the following to achieve this long term goal:

**ACTION 6**

A comprehensive study of the campus' multimodal circulation patterns and behaviors. This would involve looking at desire lines for pedestrians, bikes and autos; identifying a hierarchy of paths and streets; and then developing use typologies for each corridor on campus. From this analysis a strategy for design, regulation and enforcement could be crafted.

---

*Legend*

- Crosswalk Usage in Academic Core North

- 🌟 = Designated Crosswalk
- 🌚 = Heavy Jaywalking Occurrence
- 🍀 = Pedestrian Route

*Special Note: 11th Ave. east of the traffic gate was closed to automobile traffic at the time of this survey, and the entire path was a pedestrian way. Hence, there are no occurrences of Jaywalking.*
Empower campus groups such as COPE, DPS and Student Government to lead efforts across campus implementing short and long term goals of the Safety Task Force.

Continued education and enforcement that becomes part of the campus culture. Orientation and Welcome Week activities will be included in the educational efforts going forward.
The task force recommendations are intended to be realistic, sustainable and impactful. The short term action items can be planned and implemented over the next four to six months. The results of the short term actions will help identify and inform the steps needed to achieve the long term cultural change in traffic safety behaviors on campus. In the next 30 days, the following steps will be taken to develop a strategy for implementation:

- Collaborate with the City of Columbus to coordinate enforcement activities and address infrastructure needs. Infrastructure enhancements to crosswalks on High St. (signage and signals) and the addition of sidewalks on Kinnear Rd. are the highest priorities
- Evaluate resources needed to accomplish goals and identify funding sources.
- Engage campus community to develop an action plan for short and long term goals.
- Develop and implement metrics to measure success.
- Develop a communications plan for both internal and external audiences.