Busy Campus Busy Streets

Margie Smith-Simmons, Chief of Staff
Bill Abston, Deputy Police Chief, IU Police-IUPUI
Who are we?
What are we?

A Busy Campus
Indianapolis is our home

- Endless opportunities for students
- Community engagement
- Internships and residencies
- Art, culture, entertainment
And downtown is our backyard

- Amateur Sports Capital of the World
- #1 Convention City in the U.S. (USA Today)
- Steps from the Indiana Statehouse
- War Memorials
But we have to share it

- 16th largest city in the US
- 1.9 million people
- 4 major hospitals
- 2 national headquarters
THINGS TO DO, PLACES TO GO, PEOPLE TO SEE

STUDENTS WHO LIVE ON CAMPUS
BUSES
EVERYONE COMPETING FOR PARKING
HOSPITAL PATIENTS (and their families)

FIRST TIME LIVING IN A CITY EVER

PEOPLE WHO ARE LOST

Distracted drivers, pedestrians, cyclists and scooter riders

BUSY PEOPLE

CONFERENCES ATTENDEES

People who text, eat, and do their makeup while driving

Hospitals patients (and their families)
How did we get here?
FOX 59: IUPUI student dies after being struck by school bus used to carry IPS students

IndyStar: Pre-med student struck, killed on IUPUI campus

WISH-TV.COM 8: Coroner identifies IUPUI student hit, killed by bus on campus

6: Witness who held IUPUI crash victim's hand: 'I really wish I would have known her'

WTHR 13: 18-year-old IUPUI student killed by bus planned to be a doctor
Pedestrian Safety Core Team

- Finance and Administration
- Public Safety and Institutional Assurance
- Student Affairs
- Environmental Health and Safety
- Enrollment Management
- Communications
What are our peers doing?

Wayne State, Cincinnati, Temple, Alabama, Utah, Buffalo, VCU, South Florida, New Mexico, University of Colorado-Denver and University of Illinois-Chicago
BUSY CAMPUS

BUSY STREETS
Various Campaign Marks
Door Hanger

**Purpose:** To target resident students on pedestrian safety messaging

IUPUI is a busy campus full of opportunity, and that’s why you’re here. Whenever you’re going, we want you to get there safely. Before you head out, read over these tips for staying safe in the city:

1. **Pay Attention to Your Environment**
   - Keep your eyes up and at least one ear free so you can see and hear what’s happening around you.

2. **Use the Crosswalks**
   - Cross only at marked crosswalks, and pay attention to oncoming traffic.

3. **Make Eye Contact with Drivers**
   - Just because you can see a car, doesn’t mean the car’s driver can see you.

4. **Learn More About Pedestrian Safety**
   - For concerns or to report an incident, contact the IU Police Department at 317-274-7931.

STAY SAFE OUT THERE
Digital signage

**Purpose:** To target faculty, staff, students and visitors on pedestrian safety messaging on digital screens/TVs across campus and on those of our campus partners.

Drivers and pedestrians both are responsible for paying attention to the road.

Be aware of your surroundings, and cross the street only at marked crosswalks and intersections.

Bike to school or work?

Just because you can see a car, doesn’t mean the car’s driver can see you.

Slow down and make eye contact with drivers and pedestrians.
Garage Gate Decals

**Purpose:** To target drivers on pedestrian safety messaging
Tunnel Wraps

**Purpose:** To target drivers, pedestrians and cyclists on pedestrian safety messaging.
Buttons

**Purpose:** To remind campus community and visitors of safety in wearable form

**Size:** 1" diameter, about the size of a quarter

THE URBAN CAMPUS
Stickers

**Purpose:** Separate stickers target pedestrians and drivers, allows for guerilla placement around campus

**Size:** 3"x4"
Coffee Sleeves

**Purpose:** To educate campus community and visitors on the importance of pedestrian safety
Purpose: **BusyStreets.IUPUI.edu** - To educate the campus community and beyond on the importance of pedestrian safety. Website includes a **pledge wall**.
IUPUI Jag Safety Squad, Ep 1: Use the Crosswalk
Driver Education Cards

**Purpose:** To educate drivers on the importance of pedestrian safety

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**YOU’RE GOING PLACES GET THERE SAFELY**

The Indianapolis City-County Council recently passed a law to reduce the speed limit in certain parts of downtown Indianapolis, including the IUPUI campus, to 25 MPH. Please help us ensure IUPUI is a safe place for all and slow down.

- Obey the posted speed limit.
- Look out for and yield to pedestrians, cyclists and scooter riders.
- Do not text and drive.
- Use caution and be patient while traveling through parking lots and garages.
- Come to a complete stop at all stop signs.

**LEARN MORE AT BUSYSTREETS.IUPUI.EDU**

For concerns or to report an incident call the IU Police Department-IUPUI at 317 274 7911.
Pedestrian Safety Action Plan

The IUPUI Pedestrian Safety Action Plan was developed to take a comprehensive approach to pedestrian safety and mobility, which is a priority of campus leadership, and includes engineering solutions, educational opportunities and enforcement.

ENGINEERING SOLUTIONS
The following pedestrian safety concerns at IUPUI have been documented via police reports, formal complaints and other sources, and are noted in order of importance/priority for the campus:
• Speed limit
• Traffic signals
• Crosswalks
  o Markings
  o Timing
  o Audible signals
  o Push button activation vs. No-push activation signals
Pedestrian Safety Action Plan

EDUCATIONAL OPPORTUNITIES
IUPUI launched Busy Campus Busy Streets – a comprehensive pedestrian/cyclist/scooter safety and driver education campaign in August 2018, at the start of the academic year, which included robust communications and social media plans, as well as a grassroots effort.

ENFORCEMENT
The IU Police Department-IUPUI is authorized under state law with full arrest powers and is available to assist 24/7/365. IUPD works closely with local, state and federal law enforcement agencies and public safety partners to ensure the safety of the IUPUI community.

PROPOSAL
Knowing that the city of Indianapolis has limited engineering funds available to address the above referenced priorities, IUPUI is willing to explore funding options for the priorities and work cooperatively with the Department of Public Works to develop a project plan and timeline to ensure the continued safety of its students, faculty, staff and visitors.
Your safety is never left to chance at IUPUI

The IU Police Department-IUPUI is authorized under state law with full arrest powers and is available to assist you 24/7/365. The IU Police at IUPUI work closely with local, state and federal law enforcement agencies and public safety partners to ensure the safety of our campus community.
Initial Results

46% Decrease in the number of reported pedestrian/cyclist accidents (comparing Aug. 2017 – May 2018 vs. Aug. 2018 – May 2019)

Speed Limit Reduction
By the numbers

20,000: Coffee sleeves placed on all hot beverages and distributed at Chartwells locations across campus
13,800: Flyers/rack cards distributed to various units on campus
5,000: 1” diameter buttons distributed by safety ambassadors at the busiest intersections on campus
2,900: Door hangers distributed in all on-campus housing
112: Signed pledges on the online pledge wall
71: Garage gate decals placed on both sides of the lift gate at all campus garages
19: Twitter posts that generated 485,000 impressions, 33,311 video views, 916 likes, 289 retweets, and 149 link clicks
9: Instagram posts (2 feed and 7 story) that generated 4,445 feed video views, 17,782 story views, 112 link swipes, 360 likes and 15 comments
8: Presentations given to various campus councils and organizations
5: Stories in JagNews with 536 clicks
By the numbers

4: Skywalk banners installed – one for each direction of travel on both Michigan and New York streets, with each street handling more than 28,000 cars per day
4: Stories in Inside IUPUI with 1,162 clicks
4: Digital ads created and displayed on JagTV and HRL and Campus Center TVs
3: Facebook posts that generated 20,414 video views, 548 likes, 105 comments, 105 shares and 38 clicks
1: Website (Busystreets.IUPUI.edu) that has generated 3,031 users to date, including 3,018 new users with over 12,700 page views and an average web session of 1:08 minutes
1: Proposal approved by Indianapolis City-County Council to reduce the speed limit to 25 mph throughout campus
1: Pedestrian Safety Action Plan created and submitted to Mayor Joe Hogsett and DPW Director Dan Parker, which includes engineering solutions, educational opportunities and enforcement
1: Campus focused on safety
Thank You
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