

UC SAFETY SPOTLIGHT

A UC Systemwide Publication of
the Environment, Health & Safety
Leadership Council



MAY 2017

Fleet, Walk & Bike Safety

IN THIS ISSUE

UC Irvine–BAIT Program

BEEP, BEEP for Bicycle Safety

Did You Know?

POSTER OF THE MONTH

MONTHLY UC SAFETY SPOTLIGHT
Poster of the Month
Presented by the UC Systemwide Environment, Health & Safety Leadership Council
MAY 2017

Safety Tips FOR PEDESTRIANS

By Pedestrian and Bicycle Information Center

- Be Safe and Be Seen: Make yourself visible to drivers**
 - Wear bright/light colored clothing and reflective materials.
 - Carry a flashlight when walking at night.
 - Cross the street in a well-lit area at night.
 - Stand clear of buses, hedges, parked cars, or other obstacles before crossing so drivers can see you.
- Be Smart and Alert: Avoid dangerous behaviors**
 - Always walk on the sidewalk. If there is no sidewalk, walk facing traffic.
 - Stay sober; walking while impaired increases your chance of being struck.
 - Don't assume vehicles will stop. Make eye contact with drivers, don't just look at the vehicle. If a driver is on a cell phone, he or she may not be paying enough attention to drive safely.
- Be Careful at Crossings: Look before you step**
 - Cross streets at marked crosswalks or intersections, if possible.
 - Obey traffic signals such as WALK/DON'T WALK signs.
 - Look left, right, and left again before crossing a street.
 - Watch for turning vehicles. Make sure the driver sees you and will stop for you.
 - Look across ALL lanes you must cross and visually clear each lane before proceeding. Even if one motorist stops, do not presume drivers in other lanes can see you and will stop for you.
 - Don't wear headphones, text or talk on a cell phone while crossing.
- Don't rely solely on pedestrian signals.**
 - Look before you cross the road.
 - Be alert to engine noise or backup lights on cars when in parking lots and near on-street parking spaces.

UC Irvine–BAIT Program

By Nancy Mazmanian, Sr. Manager, Special Projects and Strategic Initiatives, UC Irvine

UC Irvine's Transportation Services Department has long been a leader in advocating sustainability in its transportation policies, leading to an increase in the numbers of UCI staff, faculty and student commuters electing to travel by sustainable means, including bicycling. With rising numbers of staff and students relying on bicycles as their main mode of transportation, UCI Transportation early on recognized the need to better educate and support campus bicyclists on bicycle safety and theft prevention.

UCI Transportation first increased its bicycle education outreach efforts with messaging and training on bicycle registration and bicycle security. But, like so many other campuses throughout the nation in 2009, UCI was seeing increasing numbers of bicycle thefts, totaling over 500 thefts in the previous five years. ([Read More](#))

BEEP, BEEP for Bicycle Safety

By Leslie Mancebo, UC Davis

Both UC Davis and the City of Davis have long been recognized as one of the most bike-friendly communities in the world. As we transitioned from being Cal's "Farm School" to a full-fledged member of the UC system in the late fifties, bicycles were already a prominent feature on the campus and in town. The second Chancellor of UC Davis, Emil Mrak was probably the first campus administrator to officially acknowledge the growing bicycle population and to realize the value in encouraging bike commuting. The most prominent policy implemented by Chancellor Mrak to encourage safe cycling was in 1967 when he authorized the closing of the center core to most vehicle traffic, in essence converting the campus interior roadways to wide bikeways.

Today, with more than 21,000 bicycle on campus during peak use, bicycle safety continues to be a high priority at UC Davis.

One of our signature safety programs is the Bicycle Education and Enforcement Program, or, BEEP. BEEP is a collaborative effort by the University Police and TAPS created in part as a response to comments received through the annual Travel Survey. ([Read More](#))

DID YOU KNOW?

Spring and summer often mean travel for the university community, whether for field work, conferences or research.

But before you hit the road (or the skies or the sea) you might want to take advantage of UC Away.



UC Away allows an employee to register a work-related trip with the university and provides them with travel resources to help identify and minimize potential risks.

Users can quickly and easily enter their travel itinerary into the system, which provides risk managers with reporting features that can be used to identify scheduled travel for campus associates for use in emergencies. It provides the traveler with detailed, up-to-date information about their destination as well as a printable insurance ID card and information about the benefits of travel coverage.

To learn more about UC Away, contact Risk and Safety Solutions at service@RiskandSafetySolutions.com

To register a trip, visit ehs.ucop.edu/away

UC Irvine–BAIT Program

...continued from page 1

The thefts created not only monetary losses but also eroded the sense of security among campus constituents. Faced with the rapidly increasing numbers of bicyclists at UCI, Transportation Services reached out to the UCI Police Department to collaborate on building a system that would proactively address the problem of bicycle theft at UCI. The resulting Transportation Services-UCIPD partnership led to the creation of the UCI Bicycle Anti-theft Instantaneous Tracking (BAIT) program. Here's a look at how the BAIT program works:

UCI Transportation purchases popular, high-value bicycles, which are affixed with GPS tracking units.

- These “bait bikes” are then locked at various bike racks throughout the campus, concentrating on locations that have statistically shown high probability of potential theft.
- When one of these “bait” bikes moves outside the defined geo-fence space, the GPS tracking device records the direction and speed of the bikes path of travel.
- This information is simultaneously transmitted, in real-time, to UCIPD dispatcher terminals, who then set out to track and apprehend the suspect.

The BAIT program at UCI has shown great success at UCI, resulting in real-dollar savings to the UCI campus community with a **68% reduction in loss.**

The BAIT bicycle placed in the field was stolen on its first deployment and recovered that first month, leading to the arrest of two individuals and the discovery of a garage-full of additional stolen property. Early successes led administrators to streamline the program and make refinements a year later to allow for smartphone use for transmissions.

The BAIT program at UCI has shown great success at UCI, resulting in real-dollar savings to the UCI campus community with a 68% reduction in loss.

Not only is the BAIT program an important enforcement tool that provides the UCI Police data and evidence that aids in prosecution, it is also an important sustainability tool that helps assure campus constituents that they can rely on using sustainable transportation without risk of property loss.

Through the use of modern technology and a cooperative partnership between two campus departments, the UCI BAIT program has made commuting by bicycle to the UCI campus and surrounding communities a safer and less stressful experience.



BEEP, BEEP for Bicycle Safety

...continued from page 1

The survey indicated that many would-be bike commuters chose not to ride out of fear for their own safety trying to bike among careless cyclists, many of whom appeared to be new students.

Launched in the fall of 2011, the BEEP program is an innovative strategy to both provide basic bicycle safety education to a broad spectrum of the campus community while increasing enforcement of state and campus rules and regulations in a more positive and effective manner. Under the BEEP Program, law enforcement has the option of offering violators the opportunity to take a relatively inexpensive online bike traffic school as opposed to either letting them off with an ineffective warning or hitting them with an expensive \$200 citation mandated by the courts. The same safety course is available free to anyone with internet access and is being promoted to new UC Davis students in particular at <http://bikesafety.ucdavis.edu>.

Since the launch of BEEP in 2011, we have seen a steady increase in bicycle use on campus. This high utilization of bicycles and the UC Davis programs that strive to make it safe and easy to get around by bike, have earned UC Davis a Platinum designation as a Bicycle Friendly University by the League of American Bicyclists.

Another, more recent collaboration is between Transportation Services and the Health Education Program at Student Health and Counseling Services to encourage bike safety through two new campaigns.

The first is the Helmet Hair Don't Care Campaign. The goal of the campaign is to increase campus awareness of the benefits of wearing a bicycle helmet and to increase the number of students wearing helmets on campus. So far this school year, the campaign has distributed about 300 helmets to students and results from follow-up evaluations show that the majority of students were still wearing the bike helmet 1-month after receiving it.

The second collaboration is the Be Smart Bike Safely: Bike Safety Zones program in which TAPS and SHCS worked with the UC Davis Police Department to identify campus intersection where they have observed scofflaw cycling behavior. The program aims to reduce bike crashes on campus by targeting problematic intersections and biking behaviors that increase the risk of bike crashes, such as running stop signs and signals, speeding and distracted biking. We use Health Education and Promotion student volunteers to offer peer-to-peer education by rewarding proper biking behaviors at these intersections, such as properly stopping at stop signs. The UC Davis Police will then patrol the same intersection 2-3 weeks after the intervention to enforce the appropriate behavior. Additionally, the team has set up Bike Safety Zones at night to distribute bicycle lights to cyclists who need them.

As the campus population grows, we hope to see a continued increase in the number of bicyclists on campus and facilitate the culture of safe cycling at UC Davis and serve as an example for the entire UC system.



CONNECT

Know where to turn on your UC campus for the information you need to keep yourself, your workplace and your environment safe and secure. Click on the campus links below to connect to local program, educational and informational resources.

[UC Berkeley](#) • [UC Davis](#) • [UC Irvine](#)
[UCLA](#) • [UC Merced](#) • [UC Riverside](#)
[UC San Diego](#) • [UC San Francisco](#)
[UC Santa Barbara](#) • [UC Santa Cruz](#)
[UCOP](#) • [UC ANR](#)

RESOURCES

- Pedestrian and Bicycle Information Center
<http://www.pedbikeinfo.org/index.cfm>
- Pedestrian Safety
<http://www.cdc.gov/features/pedestriansafety/>
- Sharing the Road
http://www.calbike.org/bicycling_in_california_sharing_the_road
- Distracted Driving
<http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-research-studies.aspx>



FEEDBACK PLEASE

Send an email to safetyspotlight@ucdavis.edu to submit your comments on the April issue or to suggest content ideas for future issues. We look forward to hearing from you!

This publication is produced and maintained by the Communications Team at Risk @ Safety Solutions. For more information regarding our products and services, please email service@RiskandSafetySolutions.com.


www.RiskandSafetySolutions.com