



# Laurel Street Pilot Project Education Campaign

## Learning about Laurel Street

City staff and the FC Bikes Bicycle Ambassador Program spent 16 hours over two weeks educating people about the Laurel Street Pilot Project, consisting of several innovative bicycle facility designs installed June 7 between S. Howes St. and S. College Ave. During two-hour shifts in the early and late afternoon on June 9, 10, 16, and 17, staff educated 249 people, including 92 pedestrians and 157 people riding bicycles. A pop-up style of campaign was



Figure 1: A-frames were positioned along the new protected bike lanes to raise awareness of the educational campaign in progress.

launched using a tent stationed on Colorado State University property. A half-page graphic was distributed to individuals in the area that provided information about the project and proper use of the new facilities. The visual information was encouraged to be shared with friends and family.

## Feedback Survey Results

The project was, overall, well received. Those whom had ridden a bicycle through the new protected bike lanes and bike box were encouraged to take a brief, six-question survey to measure immediate perceptions of the Laurel

Street Pilot Project. In all, 111 survey responses were collected.

Following installation of the Laurel Street Pilot Project, most of those surveyed found the protected bike lanes to be comfortable, with all

### How comfortable do you feel using the PBL?

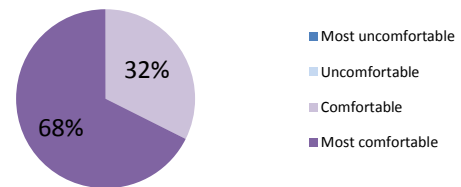


Figure 2: All survey responses were either 3 or 4 on a four-point Likert scale when participants were asked to rate their level of comfort while using the new protected bike lanes.

responses ranked as 3 and 4 on a four-point Likert scale. Similarly, nearly all survey responses indicated that people feel safe while using the protected bike lanes, with most responses being 3 or 4 on a four-point Likert scale. Figures 2 and 3 refer to perceptions of Laurel Street *after* the protected bike lanes had

### How safe do you feel using the PBL?

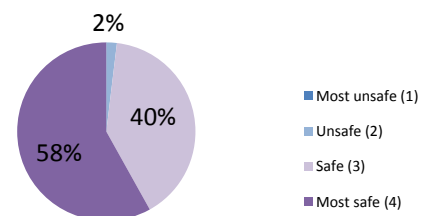


Figure 3: Nearly all survey responses indicate that participants feel safe when using the protected bike lanes.



# Laurel Street Pilot Project Education Campaign

been installed.

In April 2015, City staff collected baseline survey data to be compared with post-installation data which will be collected in April 2016. Some educational campaign feedback survey questions are similar to those of the pre-installation survey and offer an interesting insight to initial perceptions of safety and comfort while using the new facilities compared to the experience prior to Laurel Street Pilot Project installation.

## Before, how comfortable did you feel?

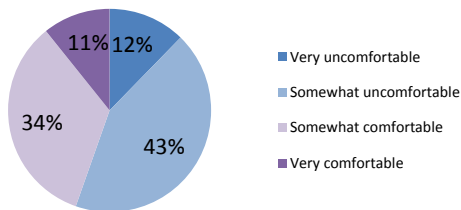


Figure 4: Perceptions of comfort when riding a bike along Laurel Street prior to installation of the Pilot Project.

Prior to installation, more than half of users felt Laurel Street was uncomfortable and unsafe to ride a bicycle along, as detailed in figures 4 and 5. By comparison, nearly all users felt the new design was more comfortable and felt safer, as shown in Figures 2 and 3. Survey responses during the educational campaign also indicate that people are more likely to use Laurel Street following the installation of the protected bike lanes and other designs. Just over half of survey responses from the educational campaign indicated they did not use Laurel Street prior to the installation of the Pilot Project. Those

## Before, how safe did you feel?

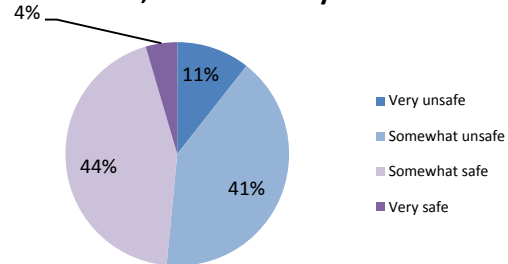


Figure 5: Perceptions of safety when riding a bike along Laurel Street prior to the installation of the Pilot Project.

responses increased to 97% of responses indicating they would be more likely to use Laurel Street with protected bike lanes.

Survey responses also indicate that Shields St., College Ave., Lemay Ave., and Prospect Rd. are all places, among others, where protected bicycle lanes would be welcome.

While some passers-by indicated that portions of Laurel Street remain uncomfortable, especially the westbound lane between Mason Street and College, the following quotations were also captured during the pop-up campaign:

*"I really like the new bike facilities, even though it took away the parking in front of our building."*

*"I usually ride on the sidewalk, but now that [the City] installed the posts, I don't have to."*

*"Thanks for taking care of our bikers."*

*"Thank you for doing this. I used to always have to merge onto the sidewalk."*

*"I really like the new bike lane because now I don't have to ride on the sidewalk to go across College."*