

The background of the slide is a detailed, grayscale map of the University of Maryland campus. The map shows various buildings, streets, and landmarks. In the foreground, there is a white rectangular box containing the main title and a dark blue rectangular box containing the names of the team members. At the bottom of the slide, there is a stylized illustration of a person riding a bicycle.

# UM-DOTS

## Qualitative Marketing Impact Assessment Team

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Partnership for  
Action Learning  
in Sustainability

# Agenda



Mission



Research Methodology



Campus Use and Navigation Findings



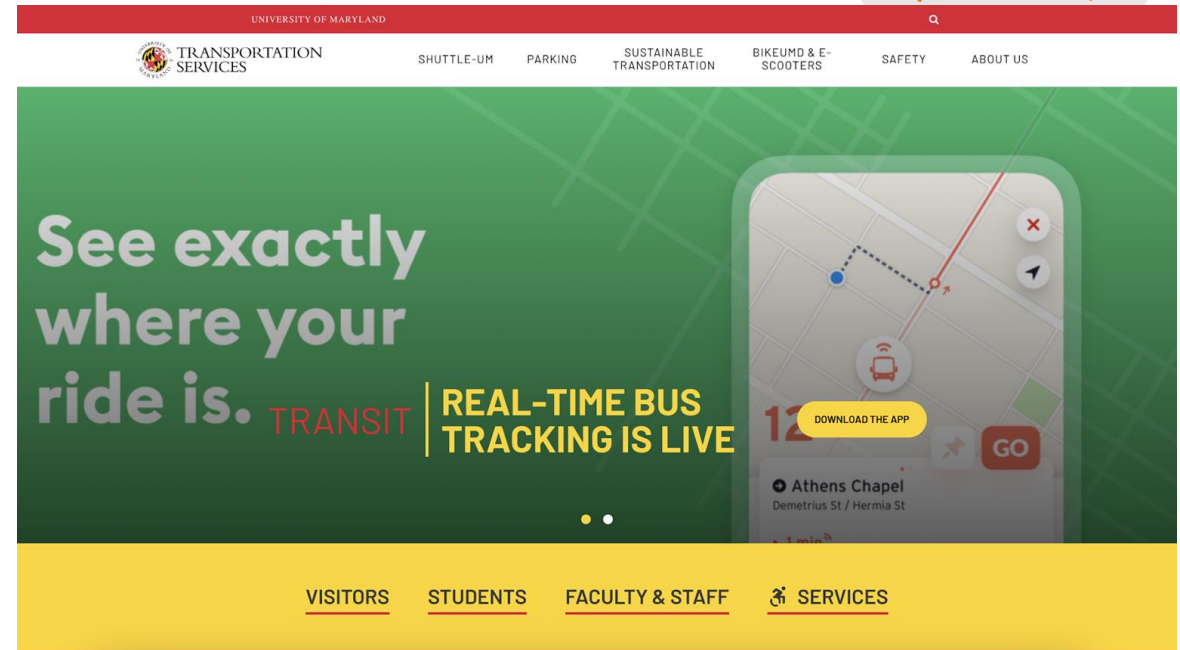
Micro-commuter Safety Findings



Recommendations



Conclusion



# Mission



Provide qualitative information about rider behavior



Discover external factors contributing to micro-commuters taking unsafe risks on and off campus



Provide possible and feasible recommendations to make a safer commuting experience for the College Park community

**“We have experienced a dramatic rise in unsafe riding practices and reports of accidents and near-misses involving micro-mobility vehicles.” –UMD DOTS**

# Methodology: Data Collection

## Focus Group Interviews (16 participants)

Undergraduate and graduate students, faculty, staff

- from 19 to 37 years old

Conducted in-person (on campus) and online (Terps for Bike Lanes Slack)

- recorded using Zoom and smartphones
- lasted between 3 and 12 minutes

## 9 Total Focus Group Questions

- Asked for details of micro-commuter experience on and off campus
- Encouraged to engage in deeper discussions

Safety  
standard  
recommendations



Rider  
Safety



Vehicle  
usage



Enhancing  
the overall  
rider  
experience



# Methodology: Data Analysis

## Google Jamboard

- Collaborative whiteboard affinity map
- Used to represent data collection
- Grouped responses into main and sub-themes

### Main Themes

Campus Use and Navigation

Micro-Commuter Safety

### Sub-headings

on and off campus use

tools used for navigational assistance

rider behavior

suggestions & recommendations

safety standard rating

rider responsibility



# Campus Use and Navigation Findings

## On-Campus Use

- Primarily bike and e-scooter riders
- Areas of travel: McKeldin Library, Regents Drive, and Engineering Drive
- Accidents are said to occur at Baltimore Avenue, Regents Drive, and Paint Branch.

## Off-Campus Use

- Primarily bike riders
- Areas of travel: the grocery store, McKeldin library, and to campus from home
- Notable shortcuts: Trolley Trail

## On and Off Campus Use

- Primarily bike and e-scooter riders
- Areas of travel: plant and sciences, architecture building
- e-scooter and skateboard users tend not to follow the road rules

## Tools for Navigational Assistance

- Google Maps: seeking safer routes or routes with less traffic
- Other Alternatives: transit map, local maps, and/or memory



# Micro-Commuter Safety Findings

## Rider Behavior

Bad practices result of misunderstanding lanes, travel obstructions, low visibility of alternative routes, and traffic congestion

Hotspots: McKeldin Mall, Regents Drive, and Baltimore Avenue

## Key Attitudes

A level of empathy for those who break the rules

Obstructions lead users to ride on the sidewalks

## Suggestions and Recommendations

Bike lanes

Rules and regulation education

Incentives for safe travel

Better public relations

Fitting clinic to help riders increase vehicle control

Service improvement to repair shops/stations

## Key Attitudes

frustration over unimplemented bike lanes



# Micro-Commuter Safety Findings Con't.

## Safety Standard Rating

Separate travel lanes for micro-commuters to reduce road conflict

Increase awareness of road rules among micro-commuters and the public

## Key Attitudes

Concern about the priority of micro-commuter safety and following the road rules

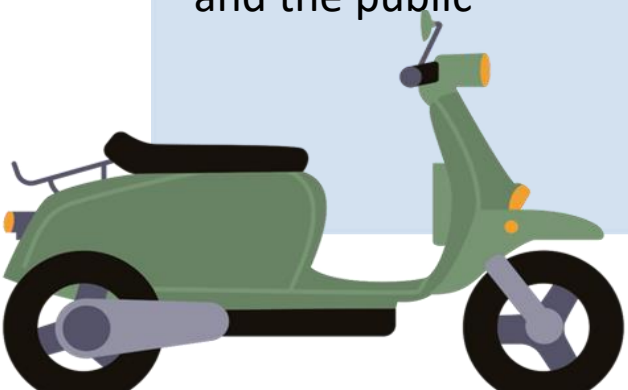
## Rider Responsibility

Most believe responsibility is shared: riders, campus community, UM-DOTS, campus security

## Key Attitudes

Adamant: University is responsible to keep micro-commuters in line and making campus navigation easier

Indifference: responsibility lies with the rider and whether someone was hurt



### KEY

**Red Highlight:** accident prone

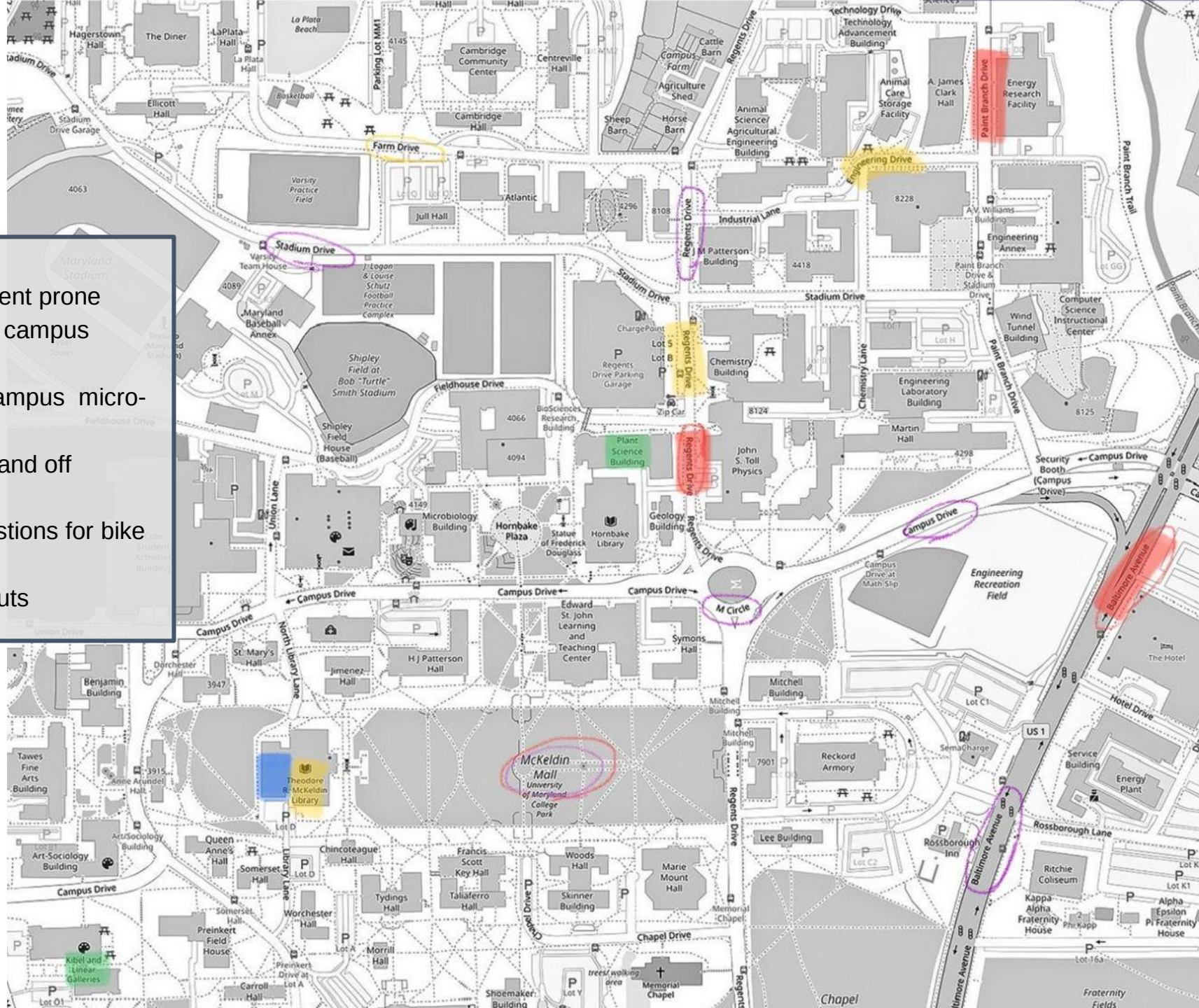
**Yellow highlight:** on campus  
micro-commuters

**Blue highlight:** off campus micro-  
commuters

**Green highlight:** on and off  
campus use

**Purple circle:** suggestions for bike  
lanes

**Yellow circle:** shortcuts



# Recommendations

## Micro-commuting infrastructure

travel lanes in high traffic areas or  
with obstructions

## Easily identifiable and distinguishable bike trails

## Incentives

Starbucks coffee for safe micro-commuter  
traveling (within reason)

## Educational training modules

## On-campus charging stations

McKeldin Library, North Campus,  
Dining Hall

## Fitting clinic

Promotes rider efficiency, increases vehicle  
control, and helps decrease rider-related  
accidents



# Conclusion

## Successful in

Range of perspectives and stories

Obtaining information on external factors causing bad travel practices

Identifying common concerns, complaints, and recommendations

## Not successful in

Ascertaining if the safety campaign was successful

## Suggestions for future teams

Use semi-structured focus groups (conversation based)

Blend in-person and virtual interviews to assess behavioral cues



**Thank you!**  
Questions?

