

First Annual Bulls Walk and Bike Week, September 10-14

TAMPA, Fla. (August 31, 2012) - To actively promote pedestrian and bicycle safety at the University of South Florida (USF) and its surrounding area, the Center for Urban Transportation Research (CUTR) at USF has obtained approval from the FDOT Traffic Safety Office to conduct the first annual USF Bulls Walk and Bike Week - Walk Wise, Bike Smart, and Drive Carefully educational campaign. The campaign will take place on the USF Tampa campus, September 10 – 14, 2012.

The week-long event will focus on promoting campus-wide awareness of pedestrian and bicycle safety. The scheduled events for the week include the following:

- **9/10/12 @ 9:00am** – Kick-off event and press conference at the USF Marshall Center.
- **9/10/12 @ 9:30am** – Walk with the Bulls event – Join campus and area leaders on a walk around the beautiful USF campus.
- **9/13/12 @ 12noon** – Bicycle Celebration at the USF Marshall Center.

Pedestrian and bicycle safety is a very important issue, especially in Florida. Florida was ranked #1 for pedestrian fatalities per capita in the U.S. in 2010, based on NHTSA Traffic Safety Facts, and Hillsborough County was ranked 3rd in Florida in terms of the number of pedestrian/bicycle crashes, injuries and fatalities. In 2010, there were 40 pedestrian and bicycle related crashes within a 1.5 mile radius around and including the USF Tampa campus, resulting in 47 injuries and one fatality. The goal of this event is to promote safety to not only pedestrians and bicyclists, but to motorists as well, with the hope of bringing these numbers closer to zero.

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The University of South Florida is a high-impact, global research university dedicated to student success. USF is classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities, a distinction attained by only 2.2 percent of all universities. The Carnegie Foundation also classifies USF as a community engaged university. It is ranked 44th in total research expenditures and 34th in federal research expenditures for public universities by the National Science Foundation. The USF System has an annual budget of \$1.5 billion, an annual economic impact of \$3.7 billion, and serves 47,000 students in Tampa, St. Petersburg, Sarasota-Manatee and Lakeland.

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