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Joe Bruin Says ‘Walk Your Wheels’

Colorful New Signs in Bruin Plaza Highlight Pedestrian Safety

01/25/2012

‘Walk Your Wheels’ is the main message on five new signs mounted in and around Bruin Plaza, with UCLA mascot Joe Bruin pointing out that “Pedestrians have priority” and to “Walk Your Wheels in the Dismount Zone.” The signs are being placed at the beginning of each quarter around Bruin Plaza and along Bruin Walk to reach out to new students, staff and faculty who ride bicycles, skateboards, scooters or who roller blade about the need to show courtesy to their fellow Bruins when getting across campus.

“These signs educate pedestrians that they have priority in these highly congested areas while asking bicyclists, skateboarders, scooter riders and those on roller blades to please dismount and avoid creating a safety hazard,” said Dave Karwaski, Senior Associate Director of UCLA Events & Transportation’s Planning, Policy & Traffic Systems unit.

Three campus Dismount Zones were created in 2009 to help prevent collisions between pedestrians, bicyclists, skateboarders, roller skaters, and scooter riders. They are located in Bruin Plaza, along Bruin Walk, and on the sidewalk on the south side of Parking Structure 8 that connects Westwood Plaza to Charles E. Young Drive West. The Dismount Zone policy is still in effect, and violators who do not walk their bicycles, skateboards, roller skates and scooters in Bruin Plaza and along Bruin Walk can be fined by UCLA Police a minimum of \$202 (the fine amount is set by the courts, not UCLA).

More people on campus

UCLA student enrollment has increased nearly 10 percent since fall 2006, with undergraduates increasing close to seven percent and the graduate student population growing by more than 15 percent. “As the campus population has grown, interactions between pedestrians, cyclists, and scooter and skateboard riders have increased. Therefore it’s beneficial to focus on reducing potential conflicts between these groups in congested or high traffic areas,” said Karwaski.

With preventing pedestrian injuries the key, Karwaski says it's reasonable to ask those on wheels to 'dismount' and walk the short distance to the end of the zone, where they can then 're-mount.'

UCLA's Walk Your Wheels message is modeled on a similar campaign at Arizona State University.



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