



# Complete Streets Advisory Committee Meeting Summary

March 13, 2017

# Broward MPO Complete Streets Advisory Committee (CSAC) MARCH 13, 2017 Meeting Summary

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# Broward MPO Complete Streets

## Advisory Committee (CSAC) Meeting Summary

On Monday, March 13, 2017, the Broward MPO with the assistance of Kimley-Horn and Urban Health Partnerships hosted a Complete Streets Advisory Committee (CSAC) Meeting. At this meeting a new element of interactive polling was incorporated into the meeting. The interactive polling provided real time data to be collected during the meeting and allowed for more people to have input in the meeting. Polling results and next steps have been included in this summary.

## Meeting Participants

SIGN-IN SHEET  
 CSAC Meeting | March 13, 2017 | 2 p.m. to 4 p.m.  
 Broward MPO Board Room | 100 West Cypress Creek Road, Suite 850 | Fort Lauderdale, FL 33309

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Alena	Alberani	alenaalberani@brhpc.com	954-798-0171	TOUCH/BRHPC
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Christin	Shadoin	shadoinc@pbworld.com		South Florida Commuter Services
Nick	Sofoul	nsofoul@broward.org	954-357-6644	BCT - Planning and Development Management
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## Broward MPO Current Efforts

### Safe Streets Summit - Results

The January 2017 Safe Streets Summit was the most successful Summit to date. Approximately 270 people attended the overall event, with 37 participating in the pre-conference/mobile workshop. Over 98% of participants were satisfied or very satisfied with the event and likely or very likely to attend the 2018 Summit. Broward MPO Board Members were extremely satisfied with the event; specifically they were very happy with the content provided. The equity conversations that were woven throughout the Summit and the session on the Avenue for Equity were a large part of the positive feedback. Some areas of improvement were related to maintaining participation throughout the main event. The suggested potential changes would be ending the main event around 3 p.m. and better promoting the significance of the final sessions.

**Action Item:** More to come on Safe Streets Summit 2018, which will be hosted by Palm Beach MPO.

**Action Item:** As part of 2018, equity should also focus on health. Health equity and transportation equity go hand in hand, especially when we see the fact that more transit dependent users tend to be more physically active.

**Action Item:** A potential goal for next year should be to spread the message to a much broader audience. Our mission as CSAC members should be to get 10 more people on board and maybe have a quantifiable goal with a real splashy public outreach campaign.

**Action Item:** Report out at the next CSAC meeting, the winners of the centerpiece competition.



Winners of Safe Streets Summits Centerpiece Competition

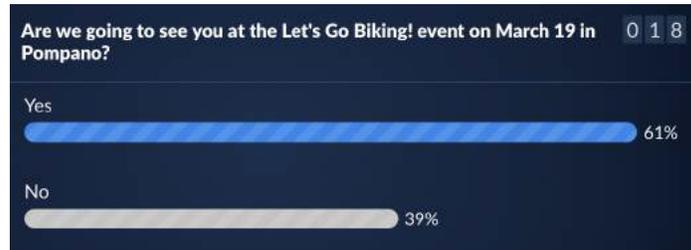


March 13 CSAC Meeting Polling Result

## Let's Go Biking! 2017

Broward MPO's Let's Go Biking! event will be conducted on Saturday, March 19, 2017 in Pompano Community Park. Event activities start at 9:00 am. With the help of City of Pompano and BSO, the focus of the event will be to get people biking on an on-street bike facility to help promote a different method of commuting.

***Action Item:** Multiple giveaways will be provided to participants of the event, including two bikes will be raffled after the bike ride.*



March 13 CSAC Meeting Polling Result

## Meeting Presentations

### Alert Today, Alive Tomorrow

#### Presented by **Christin Shadoin** and **Janelle Cedeno**, South Florida Commuter Services

Alert Today, Alive Tomorrow is FDOT's pedestrian and bicycle safety program, which is lead by South Florida Commuter Services. Broward County has regularly been one of the prime spots for pedestrian and bicycle fatalities and serious incidents. Which is why at a state level South Florida has been identified as a high priority zone for outreach programs. Unfortunately, despite current efforts there still is a lot of work to do. Local statistics over the past three years in Broward County show more than 3,000 crashes involving pedestrians and bicyclists with over 200 resulting in fatalities. What people find surprising in the results is that the majority of the accidents are not related to drug and alcohol, nighttime incidents, and speeding.

Alert Today, Alive Tomorrow's goal is about saving every life through the effort of changing behavior. The program targets the most high-risk communities and develops specialized campaigns. A lot of events are conducted in schools, through walk to school activities and safety education. The focus is to try to engage kids as young as possible to encourage safe behaviors onward. Alert Today, Alive Tomorrow also conducts and participates in community outreach, where education materials and targeted information related to certain behaviors are provided. One example is the 'Stop by Red' event that focused on addressing several incidents by people running red lights. These events allow the opportunity to focus on a targeted problems to be addressed at a local level.

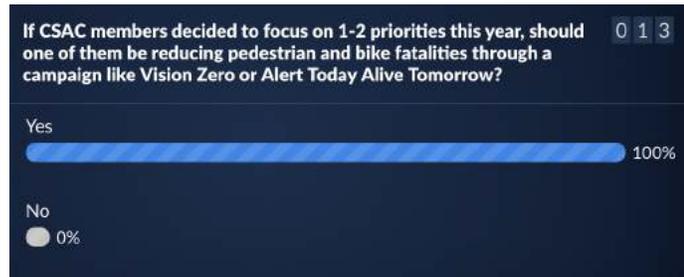
Another new program that Alert Today, Alive Tomorrow is working on with FDOT is an app that is focused on pedestrian safety. Beacons are being installed at certain intersections that are high risk and pedestrians can download the app on their phone that will log correct behavior as they are using the crosswalk. The initial location of these beacons is at Commercial Blvd and 33rd Avenue. The next round of beacons will be tested at South Florida Education Center which is where Southeastern Broward College, FAU, and the US School of Agriculture are located. This will promote the use of a safe crossing as oppose to crossing the street at a location that does not have a crosswalk. People that download the app and use the designated crosswalk can earn local rewards such for coffee, food, and products. The benefits accumulate in order to change behavior on long term instead of on individual basis. This is currently in pilot testing and the program is working to release this on a broader scale by next year.

**Action Item:** Look into reward options that promote healthier lifestyles.

**Action Item:** The problem might not always be bad behavior, but the lack of adequate spacing of crosswalks may make more of an impact. Infrastructure improvements should be integral to also expecting behavioral change.

**Action Item:** South Florida Commuter Services is working on developing performance measures and a way to compile and report on the data collected through the Alert Today, Alive Tomorrow campaign.

**Action Item:** The CSAC members talked about other targeted campaigns in Coconut Creek and Fort Lauderdale to address jaywalking that may beneficial to understand the success of those campaigns.



March 13 CSAC Meeting Polling Results

**Polling Item:** Based on the polling question about what the next steps should be to implement CSAC priorities, these were the thoughts of the group:

1. *Implement a County-wide Vision Zero Plan*
2. *Meet with local pedestrian safety/widow advocacy groups*
3. *Work with local parks and recreation departments, local boys and girls clubs as well as directly with schools*
4. *Start a committee*
5. *Be aware of tripping hazards and clear width issues in the sidewalks*

**Equity in Complete Streets:  
How Broward Becomes an Example  
Presented by Tim Vaske and David Francis, American Heart Association**

Tim and David are part of an initiative called Voices for Healthy Kids, which is a collaboration between the American Heart Association and the Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and help all children grow up at a healthy weight.

Studies show that where you live and the environment in which you grew up can have a significant impact on one's overall health. Those who had the privilege of growing up in a community or neighborhood with safe streets and sidewalks, parks, reliable transportation options, and access to healthy food, good schools, employment opportunities and affordable healthcare options are less likely to develop chronic diseases such as heart disease, diabetes, and some cancers. On the other hand, those who grew up in communities or neighborhoods with limited access to safe sidewalks, streets, and parks; neighborhoods that lacked access to quality schools which had limited resources to address the students needs; neighborhoods which lacked access to affordable and reliable transportation options, etc. Those who grew up and live in those neighborhoods are more likely to develop chronic diseases, not later in life, but rather at earlier ages.

The data shows that minority communities suffer huge gaps in life expectancy simply based on the neighborhood they live in, is due in part to a 1930's U.S. Federal Housing Policy that classified neighborhoods to help determine home loan qualifications. Often termed 'redlining', this policy created limits for home ownership, reduced transportation investment and limited access to jobs.

The University of Illinois at Chicago and Institute for Health Research and Policy conducted a study focused on Complete Streets Policies: Understanding Context and Equity. The research project conducted a policy analysis of over 800 Complete Streets policies and completed a qualitative study exploring the implementation of the policies and assessing what, if any, equity approaches are being taken. The key findings were that only about 17% of the Complete Streets policies explicitly addressed equity and the

prevalence of this equity language was mainly found in resolutions. Some of their findings were that Complete Streets policies are:

- Less likely in municipalities with small or medium as compared to large population sizes
- Associated with greater rates of walking or taking public transit to work
- Have no significant regional differences or in the median age of the population in municipal Complete Streets policy adoption.

The successes and challenges identified in the study are:

- Focusing on equity is the “right thing to do”
- Stakeholder communication about what equity means is critical
- Communities are trying to ensure equitable access for all neighborhoods
- Equity can be prioritized through other policies and programs
- Funding and resources are vital to successful equitable project prioritization
- Project prioritization is based on the most pressing needs

It is critical for the inclusion of equity in transportation decisions to connect with the public health community. Other suggestions for next steps:

- Connect with the community to bring the community voice and history into the transportation planning discussions.
- Connect the transportation leaders with the work happening around Community Health Assessments (CHAs) and chronic disease planning.
- Build public support and awareness around the needs and disparities in relation to how the streets and communities are designed and built.
- Connect other stakeholders into the policy work, including social justice, housing, education, aging, healthy food access and healthcare advocates.
- Be prepared for tough discussions around the need for equitable implementation and also around community concerns around displacement / gentrification.
- Leverage your subject matter expertise with media, community groups and decision-makers. Help others leverage their own subject matter expertise.
- Ensure that municipalities and states develop performance measures around equitable implementation; ensure there is accountability with those measures.

**Action Item:** Potentially having equity as one of our prioritization criteria within the Complete Streets Initiative Master Plan that is currently being developed.

**Action Item:** Connect with Teina Philips and BRHPC staff to present the mapping that has already been created. The maps help visualize the equity issues that are in Broward county and include graphs related to bias, to racism, to poverty, to health disparities, to educational attainment.



March 13 CSAC Meeting Polling Result

**Polling Item:** Through the polling question it was asked what is one equity concern you have identified in your community? Here is the feedback from CSAC members:

1. Attracting quality food providers in a moderate-low income community, where economically only fast food is invested in.
2. Many long established neighborhoods lack ped/bike amenities. There is often limited ROW in these areas, especially where roads were expanded to the maximum envelope.
3. Access to bicycles.
4. Health disparities. Chronic diseases. Institutionalized racism. Lack of resources in the communities of greatest need.
5. Lack of safe street infrastructure: no street lighting-totally dark street at night; no ped crossings within 1/2 mile.
6. Insufficient sidewalks/bike ways in senior community

## **Every Place Counts Leadership Academy: An Initiative of USDOT Presented by Alena Alberani, Broward Regional Health Planning Council**

Everyplace Counts Leadership Academy is a program started in 2016 and by the US Department of Transportation. The purpose of the program was to be able to develop an accessible and easy to understand educational tool to help the public learn how to engage effectively in transportation decision-making processes. The Leadership Academy started with a couple of workshops, one in Washington D.C and the two regional ones, in Kansas City and Portland, Oregon. After the initial academy a toolkit was created for anyone to use and it consists of four guides. The main parts of the toolkit are:

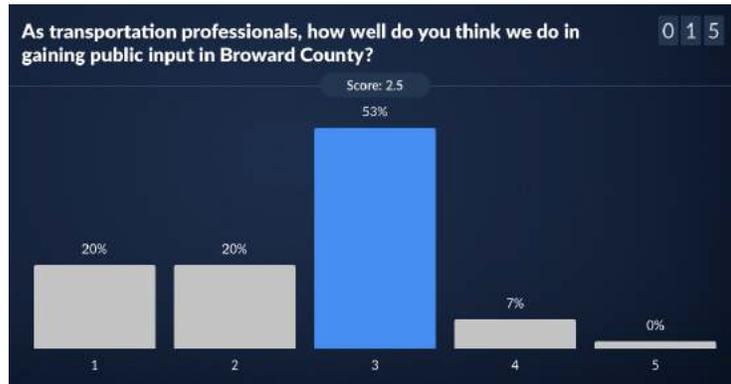
- Part 1: An Introduction to Transportation
- Part 2: The Process of Making Transportation Decisions
- Part 3: Some Common Transportation Scenarios
- Part 4: Becoming a Transportation Leader in Your Community

These materials will be useful to educate community leaders about the transportation process and how key it is to have the community involved in the process. All materials can be found at: <https://www.transportation.gov/leadershipacademy>

**Action Item:** A way to improve community engagement is to go where residents are already congregating or provide a real incentive for the public to get involved.



March 13 CSAC Meeting Polling Result



March 13 CSAC Meeting Polling Result – Survey question was based on a 5-star rating with 5 stars being the highest

## Next Steps

### Member Updates

- **City of Hallandale Beach AARP Grant:** City of Hallandale Beach will be working in a three year AARP Grant. The first year is developing an action plan and will include a lot of public outreach, specifically reaching out to the older adult population.
- **Fort Lauderdale’s Transportation Summit:** May 9, 2017 at the Performing Arts Center. Check out more information at: <http://www.fortlauderdale.gov/Home/Components/Calendar/Event/4015/531?curm=5&cury=2017>

### CSAC 2017 Meeting Schedule

- Next Meeting:  
May 8, 2017: 2:00 p.m. – 4:00 p.m.  
Located at Broward MPO  
Trade Centre South  
100 West Cypress Creek Road  
Fort Lauderdale, Florida 33309
- Following Meetings:  
July 10, 2017: 2:00 p.m. – 4:00 p.m.  
September 11, 2017: 2:00 p.m. – 4:00 p.m.  
November 13, 2017: 2:00 p.m. – 4:00 p.m.



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## **Broward Metropolitan Planning Organization**

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For more information on activities and projects of the Broward MPO, please visit:

[BrowardMPO.org](http://BrowardMPO.org)

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact Christopher Ryan, Director of Public Involvement and Communication/Title VI Coordinator at (954) 876-0036 or [ryanc@browardmpo.org](mailto:ryanc@browardmpo.org).

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