



Bicycle and Pedestrian Partnership Council Meeting
 Florida Department of Transportation (FDOT) Auditorium, Tallahassee
 November 7, 2017 1:00 p.m. – 5:00 p.m.
 November 8, 2017 8:30 a.m. – 12:00 p.m.

<i>Council Member, Organization</i>	<i>Designee (if applicable)</i>
<input checked="" type="checkbox"/> Carmen Monroy (Chair), FDOT	
<input checked="" type="checkbox"/> Pete Cohen, Florida Department of Elder Affairs	<input type="checkbox"/>
<input type="checkbox"/> Becky Afonso, Florida Bicycle Association	
<input checked="" type="checkbox"/> Commissioner Betsy Barfield, Florida Association of Counties <i>(Day 1 only)</i>	
<input type="checkbox"/> Lisa Bacot, Florida Public Transportation Association	
<input checked="" type="checkbox"/> Elise Batchelor, Florida Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/> Taaka D. Fields <i>(Day 1 only)</i>
<input type="checkbox"/> Scot Benton, Bicycle House	
<input checked="" type="checkbox"/> Adam Biblo, Florida Department of Economic Opportunity	<input checked="" type="checkbox"/> Jennie Leigh Copps
<input type="checkbox"/> Monesia Brown, Walmart	
<input checked="" type="checkbox"/> Samantha Browne, Florida Department of Environmental Protection <i>(Day 1 only)</i>	<input type="checkbox"/> Doug Alderson
<input type="checkbox"/> Karen Brunelle, Florida Highway Administration	
<input type="checkbox"/> Ken Bryan, Rails to Trails Conservancy	
<input type="checkbox"/> Amanda Day, Pedestrian Representative	
<input type="checkbox"/> Commissioner Brian Desloge, Florida Association of Counties	
<input checked="" type="checkbox"/> Herb Hiller, St. Johns River-to-Sea Loop Alliance	
<input type="checkbox"/> Steve Holmes, Commission for Transportation Disadvantaged	
<input type="checkbox"/> Jerrie Lindsey, Florida Fish and Wildlife Conservation Commission	
<input checked="" type="checkbox"/> Karen Loewen, Cycling Savvy <i>(Day 1 only)</i>	
<input type="checkbox"/> Carl Mikyska, Metropolitan Planning Organization Advisory Council	
<input checked="" type="checkbox"/> Harmon Payne, Citizen Cycling Advocate	
<input type="checkbox"/> Tom Perkins, Gulf Winds Track Club	<input checked="" type="checkbox"/> Annie Bowman <i>(Day 1 only)</i>
<input type="checkbox"/> Shamari Roberson, Florida Department of Health	<input checked="" type="checkbox"/> Ernie Bradley
<input type="checkbox"/> Tracy Suber, Florida Department of Education	<input checked="" type="checkbox"/> Randy Walker <i>(Day 2 only)</i>
<input type="checkbox"/> Michael Sykes, Millennial Representative	
<input checked="" type="checkbox"/> Commissioner Gil Ziffer, Florida League of Cities	

FDOT Support Staff

Vanessa Christiansen (Cambridge Systematics) and Sarah Walker (Cambridge Systematics)

Meeting Highlights

Please refer to the Bicycle and Pedestrian Partnership Council page on the FDOT website, <http://www.FDOTBikePed.org>, for all meeting materials, including agenda and summary documentation.

Meeting Opening

Carmen Monroy and Lora Hollingsworth gave the opening remarks, provided an overview of the Bicycle Pedestrian and Partnership Council and Florida Pedestrian and Bicycle Safety Coalition partnership, and spoke on the importance of safety within FDOT.

FDOT and FDOH Joint Welcome

Shannon Hughes, Division Director of Community Health Promotion at the Florida Department of Health provided welcoming remarks. Secretary L.K. Nandam, FDOT District 1, also welcomed the members.

Council and Coalition Member Introductions

Carmen Monroy and Trenda McPherson welcomed the Council and Coalition members and thanked them for their participation. Trenda led the members through introductions.

Public Comment

Carmen opened the floor for public comments. There were no public comments.

Target Zero

Lora Hollingsworth presented on FDOT's Target Zero. Target Zero is FDOT's driving down fatalities toward zero deaths initiative.

Results from 2016 Joint Meeting and 2017 Joint Meeting Goals

Carmen provided an overview of the 2016 joint meeting and discussed the objectives for the Council and Coalition 2017 joint meeting.

Break and Walking Presentation to Suwanee Street Test Site

Trey Tillander led the group via a walking presentation to the FDOT Suwanee Street Test site.

Transportation Choices

Dana Reiding provided a status of the work on the Transportation Choices Study. This study will identify recommendations for the implementation of the Florida Transportation Plan goal area for More Transportation Choices. Key points included:

- Cambridge Systematics led efforts on researching national, state, and local (MPO) plans and practices related to bicycle, pedestrian, transit, and general transportation choices.
- With this research and additional outreach, an implementation guidance document will be prepared to provide guidance on implementing this goal area for both FDOT and partners.

Member questions and comments (*responses in italics*):

- Will this document include automated and electric vehicles?
 - *Yes, these are being considered.*

Speed "Zones" Exercise

Trenda introduced a round robin activity where groups would rotate between four stations to discuss the Council's four focus areas and guiding principles listed below. The objective of the exercise was to

obtain feedback from both the Council and Coalition members as to whether the focus areas and guiding principles are still relevant, should be revised, and should consider new or emerging topics.

- Focus Area: Safety

Guiding Principle: Promote bicycle and pedestrian safety.

Summary of comments:

- Explore more partnerships with retailers to expand education
- Install more protected/separated bike facilities
- Provide more education targeted at specific age groups
- Enhance design of parking lots for improved safety
- Better explain education requirements following citations
- Continue efforts of Complete Streets

- Focus Area: Completing the System

Guiding Principle: Pursue opportunities that contribute to the development of guidance for local governments on providing bicycle and pedestrian facilities for use in appropriate design manuals and documents.

Summary of comments:

- Plan proactively for system components
- Incorporate buffered and protected facilities
- Take advantage of low cost interventions (i.e., signage)
- Promote mobile apps to encourage more users on the system
- Collaborate with others to learn from best practices
- Provide more education for new technology (i.e., HAWK lights)

- Focus Area: Cultural Change

Guiding Principle: Promote comprehensive and coordinated efforts to support the implementation of Complete Streets, as well as on-going bicycle and pedestrian safety initiatives.

Summary of comments:

- Craft education and communication tools to spread the word
- Make healthy options accessible to encourage healthy lifestyles
- Expand transportation choices
- Encourage stakeholder outreach and buy-in from both public and private sector
- Shift perception of motorists for safety

- Focus Area: Health

Guiding Principle: Promote outreach and coordination with partners to encourage their participation in bicycle and pedestrian issues.

Summary of comments:

- Promote riding bicycles and walking by reducing mental barriers (i.e., safety concerns)
- Engage communities and individuals to promote healthy choices regarding active transportation
- Promote partner and other initiatives (i.e., fitness challenges, walking school bus, SRTS)
- Encourage employers to provide facilities that promote active transportation (i.e., showers)
- Continue efforts of Complete Streets to foster bike-walk environments (i.e., shade)

Data Integration

Rupert Giroux presented on data integration and how it relates to the Coalition and Council business.

Emphasis Area Break Out Session

Coalition and Council members separated into groups for a working session to discuss the different emphasis areas listed below:

- Data, Analysis, and Evaluation
- Driver Education & Licensing and Legislation, Regulation & Policy
- Communication, Outreach, and Education
- Highway and Traffic Engineering
- Law Enforcement and Emergency Services

Public Comment

The floor was opened for public comments. There were no public comments.

Adjourn

The meeting adjourned at 5:00 p.m.

Day 2

Council Discussion

Carmen welcomed the Council members and thanked them for their participation. Carmen led the members through introductions and asked Council members to share personal stories of their connection with bicycle and pedestrian advocacy. Council members in attendance for this discussion:

- Carmen Monroy, FDOT
- Elise Batchelor, Florida Department of Highway Safety and Motor Vehicles
- Adam Biblo, Florida Department of Economic Opportunity (DEO)
- Ernie Bradley, Florida Department of Health
- Pete Cohen, Florida Department of Elder Affairs
- Jennie Lee Copps, DEO
- Herb Hiller, St. Johns River-to-Sea Loop Alliance

- Harmon Payne, Citizen Cyclist Advocate
- Mary O'Brien, FDOT
- Randy Walker, Florida Department of Education
- Gil Ziffer, Florida League of Cities
- Staff: Melanie Weaver Carr, FDOT
- Support staff: Vanessa Christiansen (Cambridge Systematics) and Sarah Walker (Cambridge Systematics)

Discussion on Success Stories

- The Department of Health and the Coalition have been collecting success stories. It would be good to include success stories like these in the annual report to highlight interagency partnership.
- The success stories initiative could highlight a specific location's work, like Winter Park, and other aspects related to the work (e.g. economic development).
- The Council should communicate success stories so that municipalities and local businesses understand the cost of fatalities to business.
 - *Coalition has figures, like the 'true cost of death' (i.e. what the cost is to families and communities).*
- The Council should review highest value properties throughout the state and see how these coincide with highly walkable areas. For example, in Tallahassee, the Gaines Street area redevelopment shows how improvements have increased property value.
- We should utilize the [Centers for Disease Control and Prevention Success Stories](#) tool model to show what Florida communities are doing and to solicit communities to tell their stories.
 - *Metropolitan Planning Organization Advisory Council has a similar committee, maybe we can model Annual report after success stories.*
- Would these success stories be the vehicle of the annual report? How would they be used?
 - *These are used for exposure and to share information with others.*
- There might be an opportunity to highlight these communities and their innovative planning tools.
- Part of the focus of the exercise from yesterday's meeting was to identify tools similar to webinars for implementation.

Discussion on Communication Tools

- A positive campaign is great but what about a negative campaign? A public outreach program showing the cost of losing individuals and showing people why it matters.
- The 'Don't text and drive campaigns' educate youth and in turn, youth inform their parents.
- Billy Hattaway, City of Orlando's Transportation Manager, provides figures of fatalities for outreach. One in particular shows the amount of lives lost in the Orlando Pulse massacre compared to pedestrian fatalities annually. This helps disseminate the message while showing an important side that even though the deaths are not happening all at once, collectively over the year it has the same impact. A program with both negative and positive messaging illustrates the entire picture.

- There is not a one size fits all approach. What works for a millennial audience will likely not work for businesses and other generation groups.
- The message from the Department of Highway Safety and Motor Vehicles is that a driver's license is a privilege, not a right and so it can be taken away. This is a powerful message.
- Marking the roads to show where a fatality happened would send a powerful message, similar to the white bicycles.
- Negative campaigns seem to have gone away in the past twenty years. Most marketing campaigns focus on positive reinforcement.
- Smoking campaigns are negative. For pedestrian and bicycle deaths, campaigns that have the most powerful message include ones that identify who the person was (e.g. father of two...) to the campaign.
- It becomes personal when you know these members of the community as church goers, who they were, and where they lived.
- Part of non-traditional marketing can include reaching out to non-traditional partners. For example, the new Apple phone locks automatically when driving. What if that could be incorporated somehow into a marketing campaign?
- An agritourism trail opened through Hastings, FL this summer, in the middle of an agricultural area where, a lot of the population is low income and from minority groups. This is an opportunity for the Council to capture for bicycle safety. Are we interested in using this as a test case opportunity?
 - *This would be a good opportunity for Melanie as the rural coordinator. We could have a discussion of these bicycle issues from an economic development perspective.*
 - *This would be a good opportunity for DEO and partners (e.g. Competitive Florida asset mapping).*

Discussion on Meetings

Carmen thanked the Council members for their input and asked the Council whether they feel a joint meeting with the Coalition is conducive to Council business. She asked the Council for input on meeting frequency. She asked members if there is any interest in meeting more frequently than quarterly.

Member questions and comments (*responses to questions in italics*):

- We should host a Council meeting at Bicycle House.
 - *The Bicycle House location would be good given the change of the Council structure from previous format.*
- The Council business could not be done without the safety component.
 - *While there is a lot of overlap with priorities, there is the concern of duplicative efforts.*
- What about a three day meeting? This would allow the two separate entities to meet individually for a day and together for a day.
- It could be structured similar to TransPlex, as a way to expand partner involvement, with the overlapping meetings.

Discussion on 2017 Annual Report

Carmen led a discussion on the content and format of the 2017 Annual Report. She mentioned that Council members have been asked to provide input and she shared her thoughts for an outline of the report:

- Purpose of Council
- Highlight webinars and other initiatives
- Highlight effective policy and best practices
- Economic development

Member questions and comments (*responses to questions in italics*):

- What happens to this information once the document has been published?
 - *It resides on the [Council website](#).*
- We should consider inviting public radio and television to attend one of the Council meetings. This would help disseminate the information and expand the reach in addition to releasing the Annual Report.
- We should invite these media entities to participate in the entire meeting so they better understand the message of the Council.
- It would be a good opportunity for these entities to provide a recap of the meeting and let the public know about the Council's efforts. Maybe someone seen as a champion helping the Council could help spread the message, similar to the Coalition's champion NASCAR driver, Scott Lagasse.

Discussion on Champion(s)

- Almost every agency has communications staff whose job is to disseminate this information.
- While there are communications staff to get the word out, it's most helpful when they have an interest or passion in the topic. Maybe our approach should be to identify a journalist who is passionate about bicycle and pedestrian issues and has/or would adopt it as their platform issue.
- Another helpful way to disseminate information is a peer exchange such as learning opportunities between local agencies to state agencies and vice versa. For example, the TransPlex Community Health session was an exchange of tools, resources, and information for planners and health professionals.
- Other conferences are a possibility as well. There may be an opportunity to identify Council members to talk about bicycle and pedestrian safety and how these issues affect cities while obtaining information from the attendees at the Florida League of Cities annual conference. Commissioner Ziffer indicated he would explore opportunities to include the BPPC on their conference agenda.
- These opportunities would be great for the Council. We should consider asking Council member Leon County Commissioner Desloge from Florida Association of Counties and Trenda McPherson, with her resources from the Coalition; as well as Alex Magee with the American Planning Association Florida Chapter for similar opportunities at their annual conferences.
- Sometimes celebrities and famous athletes are useful tools for promoting a topic or cause.

- Parking lots are ripe for more safety messaging. One statistic reported that 58% of pedestrian fatalities in Miami-Dade County occur in parking lots.
- With the number of new development requests DEO receives, we have considered outreach to major home builders to encourage them to design developments that are more bicycle and pedestrian friendly. An example of this is Babcock Ranch and their amenities. Also, there are some new developments in Jacksonville where there is no parking (i.e. RiverTown).
- When we talk about new construction, we're talking about the future. However, it is important we address the current situation. Bicyclists and pedestrians are not safe now. The roads and facilities are not safe now. We need to use current models like the Florida Department of Highway Safety and Motor Vehicles FLOW Mobiles, a portable driver's license offices on wheels. Using the Flow Mobiles, the Council could provide information on bicycle and pedestrian safety to spread the message.

Council Work Plan Discussion

Carmen stated that staff will begin a work plan for 2018. She mentioned there will be an outline of the Annual Report provided to the Council members with the draft meeting summary for review. The Office of Policy Planning will schedule a web conference for a Council check in before the next meeting.

Melanie announced that the fourth and final webinar of the 2016-2017 series will be hosted in early December with Blue Zones representative Dan Burden and Council member Ken Bryan from Rails-to-Trails Conservancy as the speakers. She stated that the webinar will be an hour long and will include a presentation from each speaker and a Question and Answer portion (Q&A). She encouraged the Council members to attend.

Break

Hot Now – District Champions

District Champions provided an overview of their district's initiatives, programs, as well as the challenges and opportunities related to bicycle and pedestrian safety. They shared best practices and outreach initiatives.

Goal Leader Reports

Goal leaders reported out on their emphasis areas and their progress to date. The emphasis areas presented included:

- Communication, Outreach, and Education
- Data, Analysis, and Evaluation
- Highway and Traffic Engineering
- Law Enforcement and Emergency Services
- Driver Education & Licensing and Legislation, Regulation & Policy

Public comment

No public comments.

Closing statements

Secretary L.K. Nandam provided closing statements. The meeting adjourned at 11:55 a.m.

Council Action Items

- Reach out to recruit representatives from the following entities to join the Council:
 - Florida Association of Home Builders
 - Publix
 - RiverTown Jacksonville
 - Florida City & County Management Association
- Work with Council member Commissioner Ziffer for logistics on a working session for the Council at the Florida League of Cities conference.
- Provide Council members with a meeting summary and an outline of the Annual Report.
- Schedule a web conference prior to the next Council meeting in 2018.
- Send out webinar information to Council members for members to promote to their groups.