



Broward Complete Streets Advisory Committee (CSAC) Meeting

Monday, March 11, 2019



HOUSEKEEPING

- Please make sure you have signed in and have an agenda.
- This meeting is being recorded.
- Please introduce yourself and the organization(s) you represent.
- SLIDO Event Code: #MarchCSAC



MPO CURRENT EFFORTS

- Let's Go Biking! 2019
- Walking Audits
- Training Opportunities
- Safe Streets Summit



LET'S GO BIKING! 2019

Saturday, June 1st 2019

- City of Oakland Park
- 9 a.m. – 1 p.m.
- More details TBD



WALKING AUDITS – Completed

City of Lauderdale

- *Lauderhill Walking Audit Report is ready! Please take a look of the results after evaluating Oakland Park Boulevard from University Drive to Inverrary Boulevard/NW 56th Avenue. Visit the MPO website to download it: <http://www.browardmpo.org/index.php/walking-audits>*

City of Deerfield Beach – Saturday, November 3, 2018

- Total Number of Participants: **49**

City of Lauderdale Lakes – Thursday, November 29, 2018

- Total Number of Participants: **51**



WALKING AUDITS – Upcoming

City of Pembroke Pines

- Postponed
- Route: University Drive from County Line to Taft Street

City of Hallandale Beach

- Saturday, March 30, 2019
- Route: Dixie Highway/N/S 21st Avenue/NE/SE 1st Avenue from County Line Road to Sheridan Street

Cities: Margate & North Lauderdale

- Date TBD
- Route: Southgate Boulevard from SW 81st Avenue to SR 7/US 441



Join Us for a Walking Audit in the City of Hallandale Beach!

Walk with us to evaluate sections of Southeast 1 Avenue and Dixie Highway (between County Line Road and Hallandale Beach Boulevard). Provide a community perspective and help us identify ways to improve this corridor.

WHY

Walking audits help identify concerns regarding safety and access for those who walk and bike. Help us transform it into a Complete Street*.
*A street designed for all modes of transportation.

WHEN + WHERE

Date: Saturday, March 30, 2019
Time: 9:00 a.m. - 11:00 a.m.
**Registration opens at 8:30 a.m.*
Meeting Location: Hallandale Beach Cultural Center, 410 SE 3rd Street, Hallandale, FL 33009

DETAILS



Walking distance will be approximately 1 mile with water and snacks provided. This is an outdoor event so please be sure to wear sunscreen and comfortable shoes.

RSVP

For more information about the walking audit, including a route map, please visit Browardmpo.org/walking-audit. Please contact Stephanie Garcia at garcias@browardmpo.org for more information.

@SpeakUp_Broward @SpeakUpBroward @MYHBeach @CityofHallandaleBeach



TRAINING OPPORTUNITIES

Complete Streets Workshop

- Stay tuned for more information coming soon...

BrowardMPO.org



[@SpeakUp_Broward](https://twitter.com/@SpeakUp_Broward)

SAFE STREETS SUMMIT 2019

- February 25 and 26, 2019
- Intercontinental Miami Conference Day
- Mobile Workshop Day
- Over 500 attendees
- Safe Streets Summit 2020 in Fort Lauderdale



MIAMI-DADE - BROWARD - PALM BEACH

#SafeStreetsSummit
SafeStreetsSummit.org



SAFE STREETS SUMMIT 2019

- **Keynote Speaker:** Anthony Foxx, 17th United States Secretary of Transportation; Chief Policy Officer, Lyft
- **Emcee:** Emiko Atherton, Smart Growth America
- **Opening Session with:** Darcy Kitching, Walk2Connect
- **We Planned This City on Walk and Roll: Designing Smart Mobility for All with:**
Moderator: Carlos Cruz-Casas, Miami-Dade County Department of Transportation & Public Works
Speakers: Kyle Wagenschutz, PeopleForBikes; Ashley Hand, Cityfi; Paul White, Bird
- **Building Ridership: Talking SMART Transit with Jeff Wood with:**
Moderator: Jeffrey Wood, The Overhead Wire;
Speakers: Chris Sinclair, Renaissance Planning; Alice Bravo, Miami-Dade Transportation & Public Works
- **Advocacy to Action: Making Political Champions for Complete Streets with:**
Moderator: Dr. Janisse Schoepp, Health Foundation of South Florida;
Speakers: Councilman Ryan Dorsey, Baltimore City; Tabitha Decker, TransitCenter; Rebecca Serna, Atlanta Bicycle Coalition

SAFE STREETS SUMMIT 2019





Freebee – Free Electric Transportation

Presented by:
Jason Spiegel
Managing Partners

freebee
B R O W A R D

**INNOVATIVE & PROVEN,
FIRST & LAST MILE
TRANSPORTATION SOLUTION**



Broward **MPO**
Metropolitan Planning Organization
X
freebee

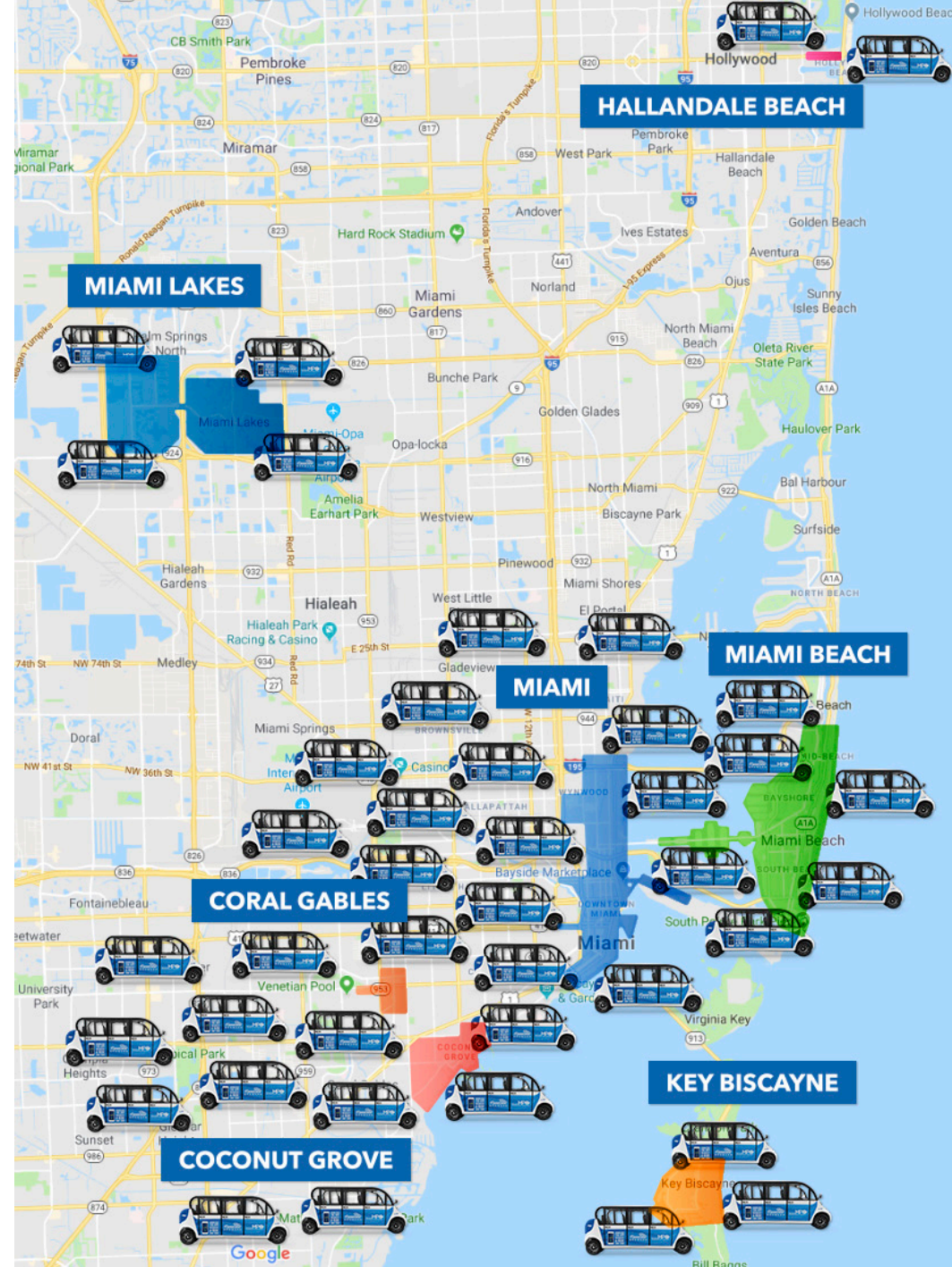
Introduction to Freebee

- Freebee is the future of mobility in South Florida, physically moving people through FREE, on-demand, door-to-door electric transportation.
- Freebee provides first and last mile connectivity that helps get cars off the road and makes communities a place where you can live, work and play without the need of a personal vehicle.
- Freebee is not just a transit solution, but also an economic development tool designed to physically drive traffic to local business and promote the community.
- Our service is fully customizable, aimed at meeting the goals and objectives that municipalities are looking to achieve. Every area has a totally different look and feel, and we are able to adapt our program in order to meet those needs.



Freebee Company Overview

- Freebee currently operates a 50+ vehicle fleet within Miami Dade County: Coral Gables, Key Biscayne, Miami Beach, Wynwood, Downtown, Brickell, Miami Lakes, Coconut Grove, Islamorada and Hallandale Beach.
- **MDC 2019 Q1/Q2 LAUNCHES**
 - Pinecrest, Doral and Palmetto Bay
- **BROWARD COUNTY LAUNCHES**
 - Fort Lauderdale
- **THREE DIFFERENT TYPES OF SERVICE PROVIDED**
 - On Demand
 - Fixed Route
 - Private Shuttle
- **AWARDS & AFFILIATIONS**
 - 2019 Complete Streets Community Award & Champion Award Nominee
 - 2017 Key to the City (Miami) Awardee
 - 2017 Key to the County (Miami-Dade) Awardee



Program Benefits

- Transforms communities into a place where you can live work and play without the need of a personal vehicle.
- First and last mile feeder system to other forms of mass transit
- Minimize single-occupancy vehicles within communities
- Takes cars off the road.
- Reduces traffic congestions and helps free up limited parking availability.
- **COMMUNITY AMBASSADORS:**
 - Freebee drivers serve as ambassadors and mobile concierges for our communities.
- **ECONOMIC DEVELOPMENT:**
 - Freebee's door-to-door service physically 'drives' customers to the front steps of local businesses.
- **SUSTAINABILITY:**
 - 100% battery-powered vehicles promoting clean energy and reducing carbon emissions.



Freebee Drivers/ Broward Ambassadors

- **FACE OF BROWARD COUNTY**
- **MOBILE CONCIERGE:**
 - Rolling information desk on wheels
- Promote local events, dining, shopping, and things to do in each community.
- Neighborhood Watch
- Freebee brand ambassadors are held to the highest standard and help strengthen the bond between Broward County and it's community.



Economic Development

- In order to have a successful mobility platform, it must benefit all from a transportation and economic development standpoint.
- Benefits to residents, workers, and visitors (Easy maneuverability and no-cost)
- Benefits to local businesses (Free advertising and customers delivered to their door)
- Benefits to government and local organizations (Forming bonds with the community through Broward ambassadors)
- Benefits to the environment (100% Electric Vehicles)
- By providing safe, convenient, and cost effective mobility. This in turn improves the quality of life, increases property value, and makes Freebee an important tool to attract the new residents, visitors, and businesses to Broward County.



Freebee's Competitive Advantage

- There are 4 very important distinguishing competitive advantages that separate Freebee from any similar provider:
 - **TECHNOLOGY EFFICIENCIES**
 - **OPERATING EFFICIENCIES**
 - **RIDERSHIP MAXIMIZATION STRATEGIES THROUGH ECONOMIC DEVELOPMENT**
 - **ABILITY TO DELIVER A FIRST CLASS EXPERIENCE**
- Freebee is able to deliver the highest ridership numbers, the best quality of service, and added value for the entire community with our economic development component. This is all accomplished at the same cost (usually less) than other providers.



Verizon LTE 2:04 PM 24%

DASHBOARD

freebee
EXPERIENCE THE MOVEMENT

- Deals
- Request a Pickup
- Places to Bee
- The Hive
- Share Freebee

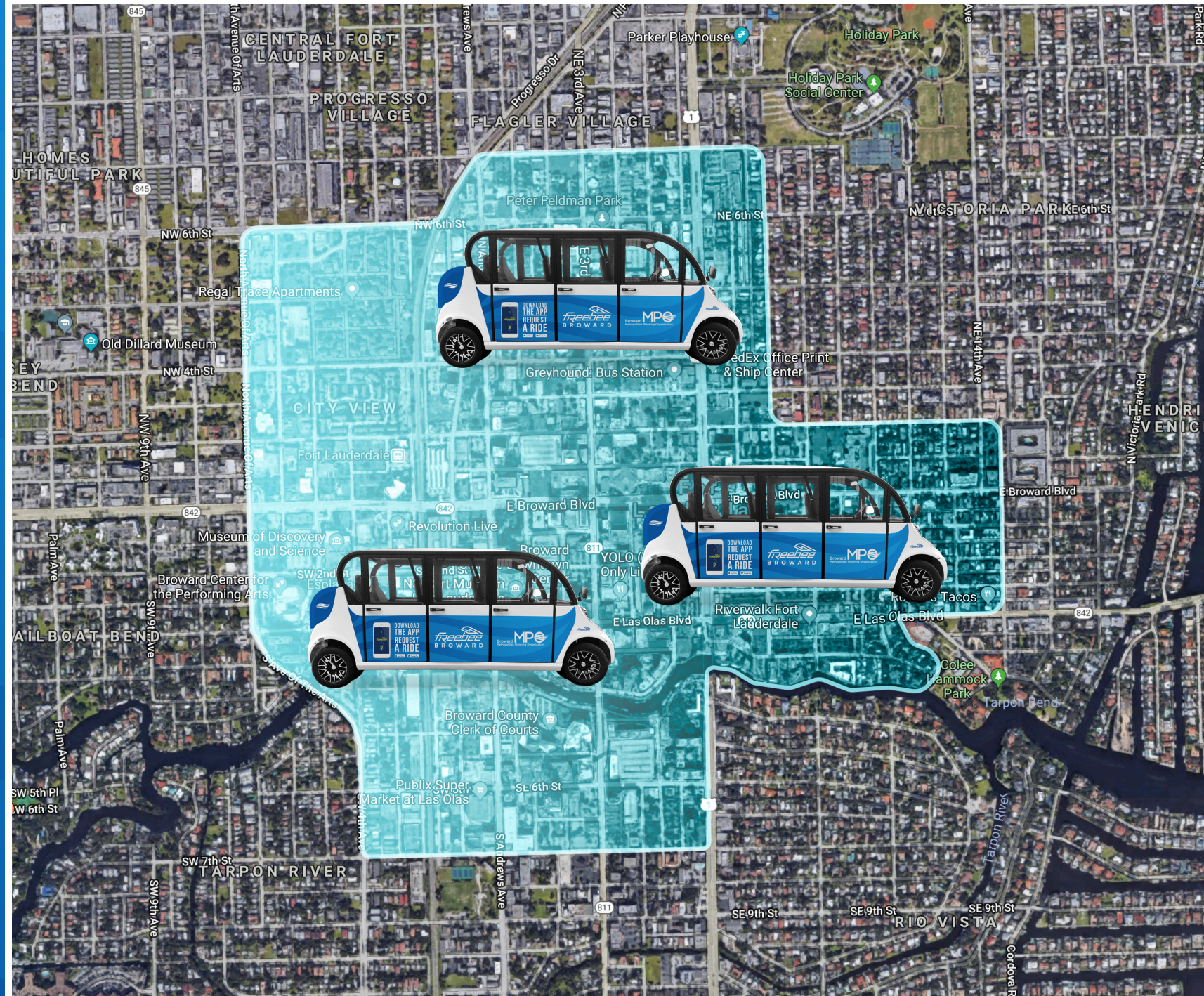
TAKE ME TO
brightline
station

SUN TROLLEY TRACKER



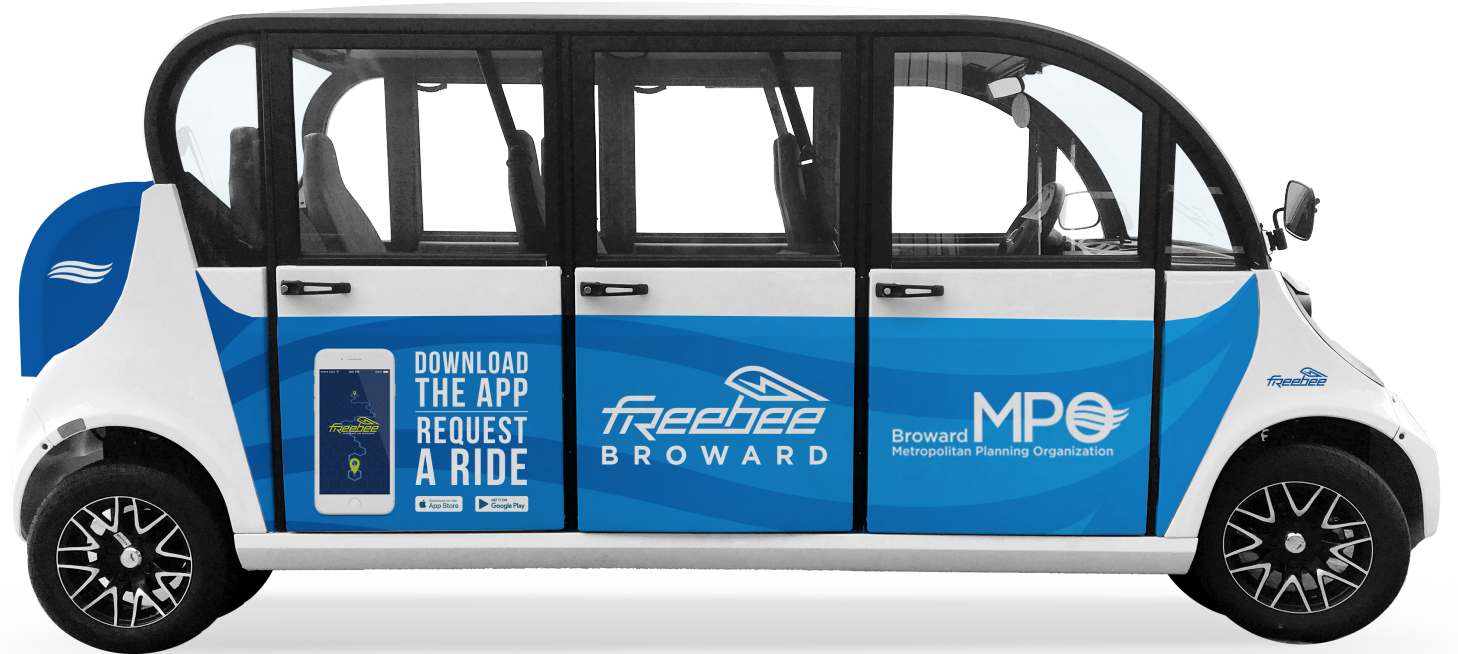
Current Demonstration Projects

- On-Demand, Door-to-Door Service
- Geofenced within defined areas of Broward County
- Users are able to request door-to-door transportation to and from anywhere within the zone
- 3 vehicles
- **OPERATING TIMES**
 - Monday-Thursday: 10am-6pm
 - Friday: 10am-9pm
 - Saturday: 12pm-9pm
 - Sunday: 10am-2pm



Funding Solutions

- Freebee's advertising platform allows the opportunity to create interactive experiences and engage with consumers in captivating ways
- Freebee vehicle advertising space will create a very high revenue income source
- **OTHER FUNDING SOURCES**
 - Broward Penny Sales Tax
 - MPO
 - Business & Community Organizations
 - Transportation & Green Initiative Grants





**YOUR FREE RIDE
INTO DOWNTOWN!**

FOR MORE INFO, GO TO
WWW.MDXWAY.COM/RIDEFREEBEE

**MDX
FREEBEE
EXPRESS**

freebee

Broward **MPO**
Metropolitan Planning Organization

X

freebee

CONTACT

For additional information, please contact:

JASON SPIEGEL

T 305 330 9451

E jason@ridefreebee.com



Complete Streets Policy Update

Presented by:

David Francis

American Heart Association

Equity in Complete Street Policies: Creating the Foundation for a Culture of Health

David Francis, Community Advocacy Director
American Heart Association
March 11, 2019



Health Equity: AHA Definition

Everyone deserves an **optimal and just opportunity** to be healthy, giving special attention to the needs of those at **greatest risk** of poor health and no one is disadvantaged from **achieving their potential** because of social position or any other socially defined circumstance

Social Determinants of Health

The **conditions** into which people are born, grow, live, work, and age. These circumstances are shaped by the **distribution of money, power, and resources** at **global, national and local levels.**

World Health Organization

Medical care is estimated to account for only **10-20%** of modifiable contributors to healthy outcomes for a population. The other **80-90%** are broadly referred to as the social determinants of health: health related behaviors, socioeconomic factors and environmental factors.



Hood, et.al
"Relationships Between Determinants and Health Outcomes"
American Journal of Preventative Medicine-2016



Complete Street Policies



Ensure that the entire right-of-way is planned, designed, constructed, operated, and maintained to provide safe access for all users



Complete Streets Benefit Communities:

- Improved Safety
- Better Health
- Stronger Economy
- Provides Choice
- Smarter Growth



The Framework of a Complete Street Policy

1. Sets intent and a vision.
2. Includes all users and all modes.
3. Applies to all phases of all applicable projects.
4. Specifies and limits exceptions, with management approval required.
5. Emphasizes connectivity.
6. Is understood by all agencies to cover all roads.
7. Uses the best and latest design standards and is flexible.
8. Complements the community's context.
9. Sets performance standards.
10. Includes implementation steps.

"The Elements of a Complete Street Policy" Smart Growth American and the National Complete Street Coalition



Policy to Practice

Effective Implementation means:

- Organizing implementation activities
- Restructuring procedures, policies and programs
- Rewriting or updating design guidance
- Offering training opportunities to transportation staff, community Leaders and the general public
- Creating new performance objectives



Thank you

Questions?

Contact Information:

David Francis, Community Advocacy Director

David.francis@heart.org

850-567-0598





Food Access and Complete Streets: Food For All Broward

Presented by:

Arely B. Lozano Cantu
Program Manager
Urban Health Partnerships

Rickelle Williams
Executive Director
Dania Beach CRA



Food for All: Envisioning Food Access through Transit & Mobility

March 11th, 2019

Complete Streets Advisory Committee (CSAC)
Broward County MPO

Presenters:

Arely B. Lozano Cantu, Program Manager, Urban Health Partnerships, Inc.
Rickelle Williams, Executive Director, Community Redevelopment Agency, City of Dania Beach



FOOD FOR ALL
BROWARD

A Commitment to Increasing Access to Healthy Foods

"Food is accessible when it is affordable, and community members can readily grow or raise it; find it; obtain it; transport it; prepare it; and eat it."

- Healthy Food Policy Project

UHP
Urban Health Partnerships

h HEALTH
FOUNDATION
of south florida

Food For All Broward Overview: Key Program Elements

Technical Assistance

To develop and implement strategies to improve healthy food access in your communities.

- Identify priorities and set goals
- Develop Policy Action Plans
- Create tools to support implementation

Interactive Convenings

Where representatives from local governments, nonprofit organizations and other stakeholders share data and discuss goals, implementation, challenges, and progress.

Mayor's Pledges

Build political awareness by encouraging mayoral leadership and actions that promote policies, programs and services that expand access to healthy foods.



Monitoring & Evaluation

Assessment of progress including number of jurisdictions that enact policies and implement system changes that increase access to healthy foods.

- **Goal:** to increase access to quality, healthy foods through **policy and system changes** that strengthen the local food system.
- Funded through the **Health Foundation of South Florida**

Program Snapshot for Food For All Broward Cohort 1 Participating Municipalities (13+)

- **100%** Attended 2018/19 Convening(s)
- **93%** Policy Outline Completed
- **100%** Planning Meeting Completed
- **53%** Have a TA Requests in progress to implement policy and/or systems changes in their municipalities.
- **21%** Submitted Signed Mayor's Pledge

Action Item: Inquire about how you, your department or organization can work with Food For All Broward. Next cohort will start in the Fall!

Today's Objectives

- Define the connections between, food (in)security, access, transit and mobility, and health outcomes.
- Identify potential policy, systems, and environmental changes and opportunities that could apply to your municipality's food access and transit and mobility goals.
- Reflect on distinct action steps to help implement, support, and sustain healthy food access strategies through transit and mobility in your municipality.
- Decide how Food For All Broward can assist your department or municipality with connecting food access and transit and mobility projects.



FOOD FOR ALL
BROWARD

A Commitment to Increasing Access to Healthy Foods

Access and Food: Transit, Mobility and Health

UHP
Urban Health Partnerships



HEALTH
FOUNDATION
of south florida

Food Deserts

23.5 million people live in urban neighborhoods and rural towns with limited access to fresh, affordable, healthy food, according to the USDA.



2.1 million households do not own a vehicle and live more than 1 mile from the nearest grocery store.



People of the poorest socio-economic status have **2.5 times** the exposure to fast food restaurants compared to those living in the wealthiest areas.



Low income zip codes have more **30%** convenience stores, which tend to lack healthy items, than middle-income zipcodes.



150-200 jobs can be created by a large retail grocery market.

The Importance of Healthy Food Access



- Living closer to healthy food retail is associated with making healthier eating choices and a decreased risk of costly, diet-related conditions including obesity and diabetes.
- Healthy food access is often a barometer of economic activity and how livable a community is for its residents:
 - It can promote economic development.
- Healthy food access helps create healthier communities where all residents have an opportunity to thrive and contribute.

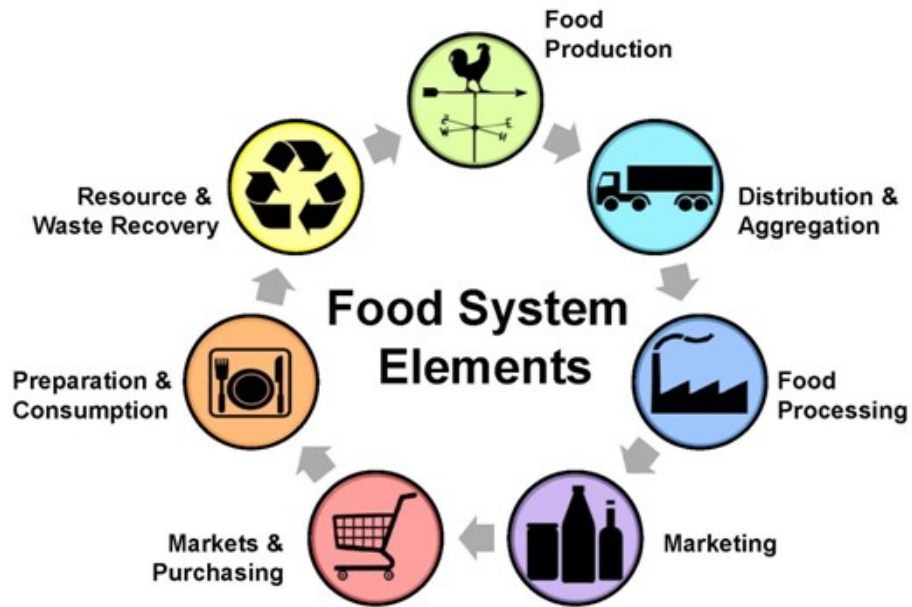
Accessing affordable, high-quality, and healthy food is a challenge for many families



- **25-30 million** Americans do not have adequate access to healthy food retailers (USDA 2014).
- **Over 710,000** South Florida residents are food insecure (Feeding South Florida 2017).
- **28%** of Broward County residents live in areas without adequate access to healthy foods (FHEED 2017).
 - **102 food deserts** in the County
- Communities with **inadequate access to healthy foods** are more likely to be low-income, rural, and people of color.
- Availability, affordability, **transportation, mobility,** and other factors shape access.



The Food System...



- Includes the people, policies and activities that shape how food is grown, distributed, processed, sold, prepared, and disposed.
- Integrates fundamental elements of a community including transportation, water resources, public safety, housing, the environment and health, among others.

... and given these interconnections, and the resources required, local governments play important direct and indirect roles in shaping the food system.

FFA TA Policy Tools (Examples)

DEFINES	<p>URBAN AGRICULTURE</p> <p>“Urban agriculture or urban farming is the practice of cultivating, processing, and distributing food in or around a village, town, or city. Urban agriculture can also involve animal husbandry, aquaculture, agroforestry, urban beekeeping, and horticulture.”</p> <p><i>Broward County Land Use Plan Definitions</i></p>	<ul style="list-style-type: none"> • Allows for a broad spectrum of activities required for a sustainable, local food system economy.
COLLABORATION	<p>RESILIENCY AND FOOD SECURITY</p> <p>“Broward County, in conjunction with its municipalities, should create programs and policies which encourage and support composting, community garden networks and local food production, in order to meet the multiple goals of reduced emissions and energy consumption, while increasing the resiliency and long term food security of the community.”</p> <p><i>Broward County Climate Change Element, Policy 19.8.9.</i></p>	<ul style="list-style-type: none"> • Promotes cross-sectoral work of ensuring food security. • Links food security and resiliency. • Promotes networks of community gardens.

DEFINES, AWARENESS & PROMOTES

SUSTAINABLE LOCAL FOOD PRODUCTION

“5.14.1. The purpose of this section is to promote sustainable local food production for local consumption with the intent to:

- Improve health; and
- Improve access to fresh, healthy, affordable locally produced food; and
- Increase access to culturally appropriate food and help residents rediscover their community's food culture; and
- Improve the economic health of the community; and
- Transform vacant urban property into appealing places and foster a sense of community; and
- Provide an educational platform for students interested in local food production and to allow for collaboration or partnerships with other organizations; and
- Divert organic waste from landfills into compost.”

“5.14.2. Where allowed. A community garden is allowed in the Community Facility (CF) and Residential Multi-family at 18 dwelling units per gross acre (RM-18) zoning districts as a permitted use subject to the special regulations herein.”

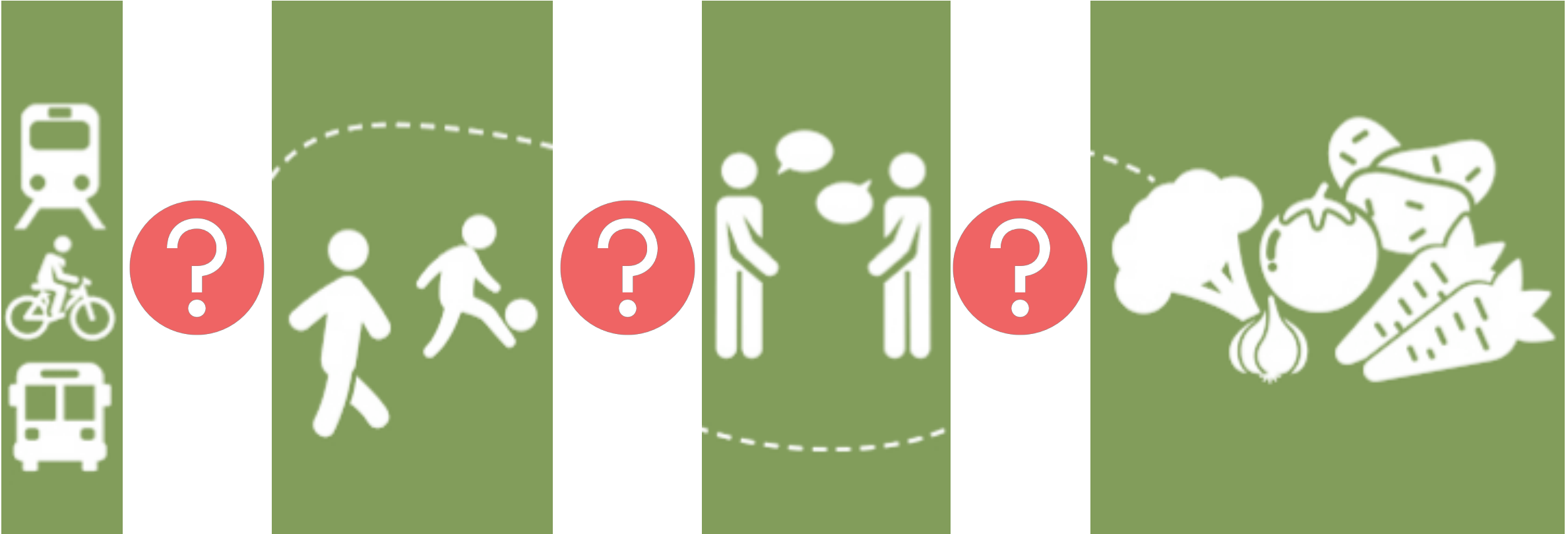
Lauderhill, Land Development Regulations, Sec. 5.14.

- Links healthy food access as a matter of the local food economy, promoting health, economic justice, cultural celebration as well as environmental sustainability.
- Promotes community gardens with higher density land uses.

FFA Sample Policy Menu

Key: Health/Social, Economic, Environmental Sustainability, and food security

Food Access and Transportation: Room for Improvement



Thinking of Solutions: Regional Examples



Fresh Food Bus & Food On-the-Go!

The Solution: Food-Ways of Connectivity

“Transportation is a key factor in improving access to food, especially for underserved communities that have indicated a need for retail opportunities to access affordable fresh and healthy food.” – Fresh MARTA Market (Atlanta’s Regional Transportation Authority’s Program)



ACCESS – SOCIAL INTERACTION – PHYSICAL ACTIVITY – FOOD – HEALTH

The Opportunity: Making Food-Ways of Connectivity Sustainable

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.

“Simple justice requires that public funds, to which all taxpayers of all races [colors, and national origins] contribute, not be spent in any fashion which encourages, entrenches, subsidizes or results in racial [color or national origin] discrimination.” – J.F. Kennedy

Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994

- To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including interrelated social and economic effects, on minority populations and low-income populations.
- To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.
- To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority populations and low-income populations.

Anthony Olivieri, Founder, FHEED, LLC.



Mobile Markets + High Transit = Food Hubs

**Rickelle Williams, Executive Director, Community Redevelopment Agency,
City of Dania Beach**



DANIA BEACH
PATCH
Peoples Access To Community Horticulture

1201 W DANIA BEACH BLVD
DANIA BEACH FLORIDA

*** DANIA BEACH'S ***
URBAN
• FARM & MARKET •
OUTDOORS YEAR ROUND





People's Access to Community Horticulture (PATCH)

Dania Beach's Urban Farm and Community Garden

- Created in 2012 by the Dania Beach CRA with assistance from Broward Regional Health Planning Council
- Non-GMO, organically grown produce
- Provides local jobs and apprenticeship programs
- Educational workshops and family-friendly events

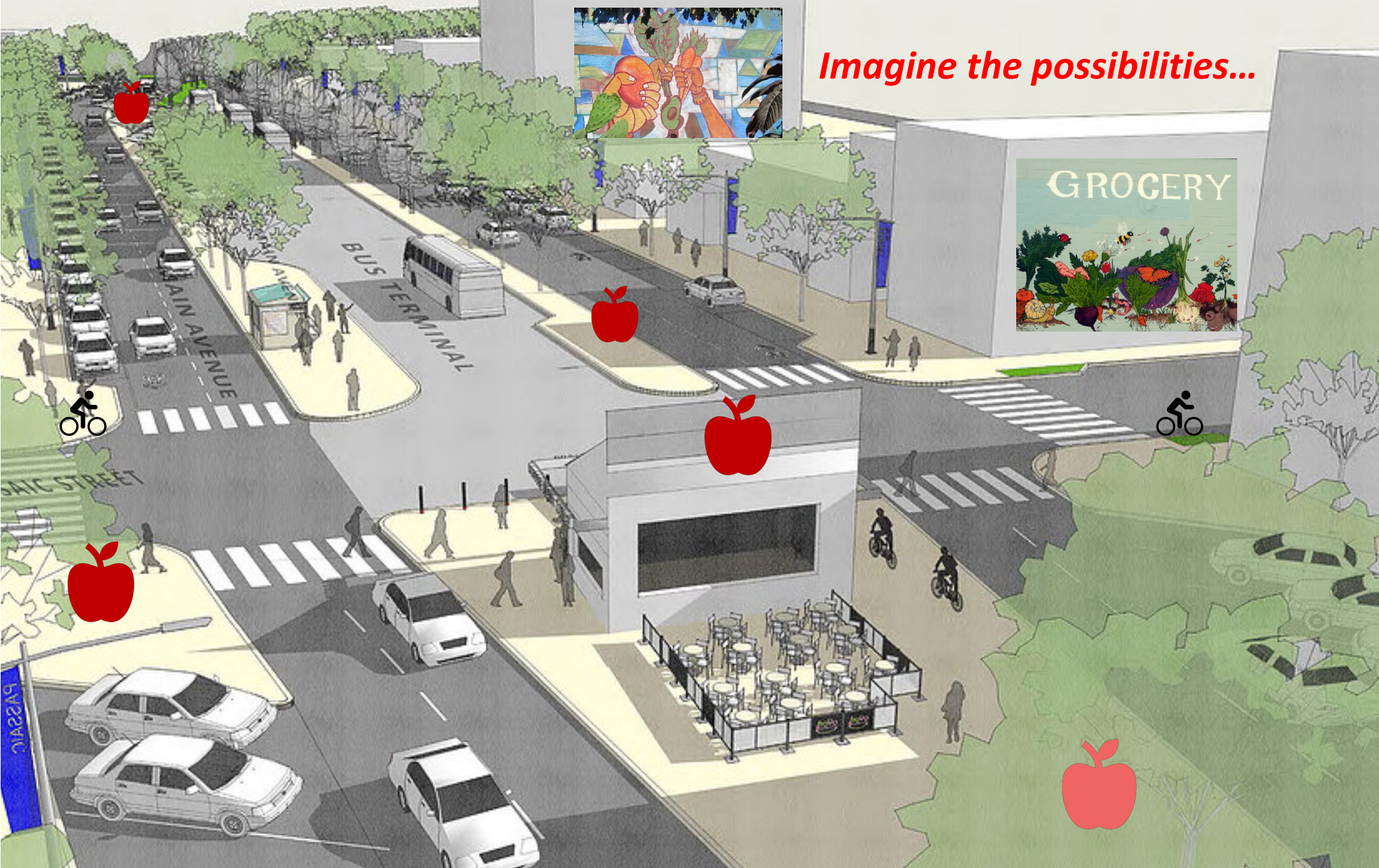


PATCH Mobile Market

- Began in 2018 through grant funding from USDA.
- Providing healthy, locally-grown food to 4 locations in Broward County near transit corridors.
 - Broward Municipal Services District
 - Ft. Lauderdale
 - Hallandale
 - North Lauderdale
- Fresh food giveaways through Feeding South Florida



Imagine the possibilities...



Let's make Broward Food Hubs!

Upcoming funding opportunities:

- [AARP Community Challenge](#)

Questions and Next Steps:

1. Who governs the land/properties of major transit stops?
2. Where can we find data for utilization of major transit stops?
3. Please provide your name and email to stay connected, collaborate with this FFA project for Dania Beach CRA/ PATCH Mobile Market, or receive more information about the FFA work.



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THANK YOU!

For more information about Food For All or to schedule a phone call or meeting please contact Arely Lozano at arely@urbanhs.com

To learn more about the Dania Beach Patch and opportunities through their Mobile Market, please contact Rickelle Williams at rwilliams@daniabeachfl.gov



FOOD FOR ALL
BROWARD
A Commitment to Increasing Access to Healthy Foods

References:

- FHEED, LLC. reports, maps and data
- FFA Policy Assessment
- <https://www.accessmagazine.org/fall-1996/food-access-for-the-transit-dependent/>
- <https://la.streetsblog.org/2011/10/25/transportation-and-food-access-idea-1-transit-and-good-food/>

MEMBER UPDATES



THANK YOU!

- Any Final Questions?
- Next CSAC Meeting – Monday, May 13, 2019
- Don't Forget to Visit the Complete Streets webpage at:
www.browardmpo.org/projects-studies/complete-streets
- If you have any questions or comments, please contact Ricardo Gutierrez at 954.876.0044

