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.
INTERACTIVE MEETING POLLING

• Looking for your feedback during the meeting today
• Event code: 1449
MPO CURRENT EFFORTS

• Safe Streets Summit 2017 – Overview and Feedback
• Let’s Go Biking! 2017 –
  March 19, Pompano Community Center
SAFE STREETS SUMMIT 2017

• Two-Day Summit
  • 262 participants overall
  • 37 participants at pre-conference/mobile workshop
  • 32 participant at the Instituting Change Roundtable dinner
  • 20 Elected Officials attended

• Feedback
  • 99% of participant were satisfied or very satisfied
  • 99% are likely to attend 2018 Safe Streets Summit
LET’S GO BIKING! 2017

• Date: March 19, 2017
• Time: 9:00 AM
• Location: Pompano Community Park
• Activities: Leisurely Bike Ride, Bicycle Safety Activities, Giveaways, Music, Free Food, and More!
How Broward Communities Can Make the Most of Alert Today Alive Tomorrow to Reduce Pedestrian/Bicycle Fatalities

Presented by:

Jim Udvardy & Christin Shadoin
South Florida Commuter Services
Alert Today, Alive Tomorrow in South Florida

Spotlight on Pedestrian and Bicycle Safety
Broward County

Local Focus

1. Priorities
3. Local Alert Today, Alive Tomorrow Events & Initiatives
4. Looking Ahead: Opportunities
5. Partnerships
Pedestrian and bicyclist safety continues to be an area of concern in Broward County.
Unfortunately, despite the risk of serious injury or death, people continue to chance improper crossing throughout the County.

*Photos taken May 2016*
Local Statistics

3,300+ Crashes involving a Pedestrian or Bicyclist
200+ Fatalities
740 Severely Injured

60% of crashes occurred during daylight hours
Most crashes occurred between 3 to 6pm

Crashes due to speeding: < 2%
Drug or Alcohol-Related Crashes: < 1%

*Statistics reflect crash data from Broward County over a 3-year period
It’s NOT about the NUMBERS.

It’s about saving lives and changing behavior.
In Broward County, Alert Today Florida will continue to launch compelling campaigns and initiatives targeted at addressing safety in the area.
Alert Today Alive Tomorrow in South Florida

SchoolPool Events

“Let’s Go Biking” Bicycle Event

Community Outreach & Education

City of Ft. Lauderdale “Stop on Red” Event

Student Safety Campaigns
Alert Today Florida has run targeted safety campaigns for communities throughout South Florida.

Campaigns include:

Community Events • Education & Outreach • Television & Radio • Outdoor Advertising • and More!
A new Pedestrian Rewards Program is in development to incentivize the public to use our walkways safely and encourage the use of alternate modes of transportation.

The program works through:

- Bluetooth Low Energy (BLE) Beacons
  - Devices that broadcast and trigger actions to nearby electronic devices, such as cellphones
  - Each beacon has a unique identifier
- Phone Rewards Mobile Application
  - Gives points for proper sequencing based on beacon’s unique identifier
  - Each properly accessed beacon would add a count to a chain. After this reaches a certain number, a multiplier would increase the amount of points received
Next Steps

Alert Today Alive Tomorrow in Broward County

1. Identify Local Partners
2. Select Key Areas to Target
3. Set Timeline & Develop the Plan

Upcoming campaigns include Pedestrian Safety Mannequins and more
The success of our initiatives depends on working together with our partners in the community.
Discussion

For more information, please contact:
South Florida Commuter Services
A Program of the Florida Department of Transportation
www.1800234ride.com
(800) 234-RIDE | (954) 731-0062
Equity in Complete Streets: How Broward Becomes an Example

Presented by:
Tim Vaske & David Francis
American Heart Association
Complete Streets and Health Equity
What’s the Connection?
Tim Vaske

State and Community Advocacy Manager, Voices for Healthy Kids, American Heart Association

David Frances

Community Advocacy Manager, American Heart Association – Greater Southeast Affiliate
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.
Our Focus

1. Ensuring all children enter kindergarten at a healthy weight
2. Making a healthy school environment the norm and not the exception across the United States
3. Making physical activity part of the everyday experience for children and youth
4. Making healthy foods the affordable, available, and desired choice in all neighborhoods
5. Eliminating consumption of sugar-sweetened beverages before the age of 5
Policy Change for Community Physical Activity

- Bike and pedestrian funding
- Complete streets
- Safe Routes to School
- Shared use in schools
Redlining in Miami, FL

- Result of 1930’s U.S. Federal Housing Administration Policy
  - Four Classifications were used: **Type A (Green), Type B (Blue), Type C (Yellow) and Type D (Red).**
  - Red districts were neighborhoods that had any African-Americans
  - Used for determining home loan qualifications.
  - Fair Housing Act of 1968 made it illegal.

Lasting Impact of Redlining

- Lack of access to housing loans
- Limited Transportation Investment
- Access to Healthy Food (Limited Supermarket Areas)
- Access to Affordable Healthcare (Medically Underserved Areas & Health Professional Shortage Areas)
- Limited Access to Employment Opportunities & Centers
- Environmental injustice and racism (exposure to toxins in the water, air, and ground)
Interstate Highway System: 1950’s to 1990’s

I-94 Construction through Rondo, 1966
Photo Source: MN Historical Society

Photo Source: MN Historical Society
Complete Streets Policies and Approaches

- More than 1,200 Complete Streets policies have been passed since 2005
- Most policies address the needs of all users and all modes, to varying extent policies define users.
- Varies across the country on level of implementation, enforcement and reporting.
- While implementation has been successful in many parts of the country, it has not always been equitable.
Complete streets Policies: Understanding Context and Equity

Study Team: University of Illinois at Chicago; Institute for Health Research and Policy
  Jamie Chriqui, PhD (PI)
  Emily Thrun, MUPP, GSAV (urban planner)
  Meredith Perks, MUPP cand. (RA)
  Julien Leider, MA (data manager and analyst)

Funding
  Healthy Eating Research, a national program of the Robert Wood Johnson Foundation
  National Cancer Institute (part of an R01 where we compiled the policies)
  Centers for Disease Control and Prevention, Physical Activity Policy Research Network+ Collaborating Center Grant (to co-fund KI work)
Complete streets Policies: Understanding Context and Equity

Rapid Response Research Project – Concluding October 2016

1. Policy Analysis of 800 plus complete streets policies, as of May 2015
2. Qualitative Study exploring the implementation of the policies and assessing what, if any, equity approaches are being taken.

http://go.uic.edu/TransportationEquity
## Policy Analysis of Complete Streets Policies – Key Findings

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th># adopting CS policy (% within jurisdiction type)</th>
<th># adopters explicitly addressing equity in the policy (% of adopters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities</td>
<td>649/20,733 (3.1%)</td>
<td>123/649 (19.0%)</td>
</tr>
<tr>
<td>Counties/Consolidated Cities</td>
<td>67/3,041 (2.2%)</td>
<td>9/67 (13.4%)</td>
</tr>
<tr>
<td>Towns</td>
<td>81*</td>
<td>8/81 (9.9%)</td>
</tr>
<tr>
<td>Metropolitan planning organizations</td>
<td>57*</td>
<td>15/57 (26.3%)</td>
</tr>
<tr>
<td>States</td>
<td>31/50 (62%)</td>
<td>4/31 (12.9%)</td>
</tr>
<tr>
<td>Overall</td>
<td>828</td>
<td>147/828 (17.8%)</td>
</tr>
</tbody>
</table>

Note: The overall row is not the sum of the rows above it as it only counts municipalities crossing county boundaries once but counts state and state Department of Transportation policies separately.

- We do not have appropriate denominator data for these jurisdiction types.

Source: Chriqui, et al., unpublished data
Policy Analysis of Complete Streets Policies – Key Findings

• 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
  – There are no significant regional differences or in the median age of the population in municipal Complete Streets policy adoption.

Source: Chriqui, et al., unpublished data
PREVALENCE OF explicit EQUITY language BY POLICY TYPE

N = 147 states, MPOs, counties/consolidated cities, municipalities, and towns with explicit equity language

Source: Chriqui, et al., unpublished data
“Prioritizing Transportation Equity through Complete Streets”

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

Source: Chriqui, et al., unpublished data
Connecting with the Public Health Community

1. Connect with the community to bring the community voice into the transportation planning discussions. **Learn the history.**

2. **Be the Expert.** Connect the transportation leaders with the work happening around Community Health Assessments (CHAs), chronic disease planning.

3. **Build public support** and awareness around the needs and disparities in relation to how the streets and communities are designed and built.

4. **Connect other stakeholders** into the policy work, including social justice, housing, education, aging, healthy food access and healthcare advocates.
Connecting with the Public Health Community

6. **Be prepared** for tough discussions around the need for equitable implementation and also around community concerns around displacement / gentrification.

7. Help communities identify their spokespeople and help those spokespeople **prepare the story**.

8. Leverage your subject matter expertise with media, community groups and decision-makers. **Helps others leverage** their own subject matter expertise.

9. Ensure that municipalities and states develop performance measures around equitable implementation; **ensure there is accountability** with those measures.
Examples of Equity within Transportation Policy

- Los Angeles County Just Growth Initiative
  - “Equity opportunity zones” — targeted zones for strategic transportation investment based off the following criteria:
    1. Race/Ethnicity
    2. Household Income
    3. Households with low vehicle ownership

Examples of Equity within Transportation Policy

- **NashvilleNext Initiative – Nashville, TN**
  - Connects the complete streets policy and implementation to the NashvilleNext Masterplan which incorporates equity principles around accessibility to transportation, housing, employment opportunities, healthcare, education, healthy food access...
Examples of Equity within Transportation Policy

- National Complete Streets Coalition – Policy Equity Taskforce
  - Ad-hoc committee exploring future updates on policy guidance, ten ideal elements of complete streets, and policy grading matrix; incorporating equity and implementation.
  - Incorporates UIC research as well as feedback from Voices for Healthy Kids, AARP, National Association of Realtors, planner and engineers, and other key stakeholders.
  - Spring 2017
Voices for Healthy Kids Complete Streets Toolkit:

http://completestreets.voicesforhealthykids.org/
Voices for Healthy Kids Complete Streets Toolkit:

http://completestreets.voicesforhealthykids.org/
Tim Vaske, State and Community Advocacy Manager, Voices for Healthy Kids
Tim.Vaske@heart.org | 773.951.5671

David Francis, Community Advocacy Director, American Heart Association – Greater Southeast Affiliate
David.Francis@heart.org | 727-563-8192
Every Place Counts Leadership Academy: An Initiative of USDOT

Presented by:
Alena Alberani
Broward Regional Health Planning Council
Every Place Counts
Leadership Academy:
Transportation Toolkit
U.S. Department of Transportation

Alena Alberani, LEED AP ND
Healthy Eating Active Living Program Manager
BRHPC TOUCH
Transportation Toolkit: keys to drive change!

- Do you have a transportation idea, concern, problem or challenge?
- Do you want to participate in the process of making decisions about transportation plans and projects?
- Do you want to make your voice heard?

- Resources: Links to contact local representatives and agencies including Mayors, MPO, DOT, FAA, FRA, FTA, DOCR
- Transportation acronyms and terms
- Summary with one concept to LEARN, one way you can ENGAGE and one way to MAKE A DIFFERENCE
1. Transportation Toolkit 94 pages

2. Quick Guide 12p

3. Stories from Community Transportation Leaders 17p

4. Facilitator Guide 51p

https://www.transportation.gov/leadershipacademy
Transportation Toolkit

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

Illustrated Glossary:
- Who’s Who in Transportation
- What’s What in Transportation
- Transportation Equity
- Public Involvement in Transportation
Quick Guide

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

Illustrated Glossary:
  o Who’s Who in Transportation
Facilitator Guide

• Introduction
• History of the Academy
• Facilitation Tasks
• Creating a Welcoming Atmosphere
• Icebreaker • “Getting to Know You BINGO”
• Session 1: An Introduction to Transportation • “Every Experience Counts”
• Session 2: The Process of Making Transportation Decisions • “Steps in the Process”
  • Presentation: The Five Steps of Transportation Decision-making
• Session 3: Who's Who in Transportation Decisions • Presentation: Transportation Scenarios
  • “Roleplay Decision-Making Scenarios”
• Appendix:
  • Sample BINGO Card
  • "Steps in the Process" Pieces
  • Transportation Toolkit Scavenger Hunt
  • Map of EveryPlace, USA
  • Scenario Character Descriptions
Stories from Community Transportation Leaders

Inspirational stories of individuals who:

- Saw a transportation problem in their community,
- Got involved in the decision-making process,
- Rallied their communities, and
- Created change

- Rosa Coleman, Pulse Bus Rapid Transit (BRT), Richmond
- David and Darius Young, Hybrid and Clean Diesel Buses, Detroit
- Margaret Frisbie, Chicago Riverwalk
- Denise Johnson, Re-Connect West Baltimore
- Eva Olivas South Central Light Rail Extension Project, Phoenix
Thank you!

Alena Alberani
Aalberani@brhpc.org
MEMBER UPDATES
THANK YOU!

• Any Final Questions?

• Next CSAC Meeting – May 8, 2017

• 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