Broward Complete Streets Initiative

COMMUNITY ENGAGEMENT REPORT

*Safer, Healthier Streets for **ALL** Users*

www.BrowardCompleteStreets.org

TOUCH Transforming Our Community's Health

broward MPO metropolitan planning organization

Smart Growth PARTNERSHIP A Southeast Florida Initiative

UHP Urban Health Partnerships

BRHPC HEALTH & HUMAN SERVICE INNOVATIONS

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Acknowledgements

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In addition to Smart Growth Partnership and Broward MPO, several individuals and organizations have collectively volunteered more than 150 hours - engaging the community and ultimately bringing this document into fruition. UHP extends their sincere gratitude to the following:

- Complete Streets Technical Advisory Committee of Broward MPO (Appendix A). Members were actively involved in participating and promoting the Public Workshop series, online survey, and providing feedback on the Public Involvement Plan implementation.
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CHAPTER I: EXECUTIVE SUMMARY

Background The aim of the Broward Complete Streets Initiative is to develop healthier and safer streets for multi-modal transportation use which includes walking, biking, the use of wheelchairs or assisted walking devices, and/or the use of public transportation in Broward County. Complete Streets aims to increase health in a communitythrough the promotion of physical activity, social interaction and accessibility. Adversely, incomplete streets restrict physical activity and maintain barriers to an active, interactive lifestyle. Further, the design is targeted toward combating obesity – an increasing national epidemic – prevalent in South Florida. As the number of individuals affected by obesity consistently rises, physical activity remains a key recommendation to minimize obesity-related illness. Obesity is highly correlated with low rates of physical activity with one key study citing "on a daily basis, each additional hour spent driving is associated with a *6% increase* in the likelihood of obesity, while each additional kilometer walked is associated with a *5% reduction* in this likelihood." Complete Streets additionally focuses on developing a pleasant and safe environment to motivate an active lifestyle. Safety has been associated with physical activity frequency as well with one study revealing that 43% of those with safe places to walk within 10 minutes of their homes reached their recommended levels of physical activity, while only 27% of those without safe places to walk met the recommendation. Public transportation is a final and integral component of the Complete Streets model which connects individuals and encourages greater use of multi-modal transportation. The Complete Streets design allows for easy access to public transportation, which has been found to help increase physical activity (http://www.completestreets.org/complete-streets-fundamentals/factsheets/health/).

A healthy and safe physical environment can build social capital, which is the system that inspires trust and reciprocity among community members. Studies conducted by Dr. Kevin M. Leyden demonstrate that individuals living in livable, walkable, mixed-use neighborhoods have higher levels of social capital. These individuals tend to be less isolated and more involved in their community. Social capital has additionally been linked with improved health, lower crime, and economic prosperity outcomes. Therefore, in addition to supporting physical health, Complete Streets also promotes aging in place and positive mental health and well-being across the life span.

To initiate the process of gauging community interest in the development of Complete Streets in Broward County more than 2,000 Broward County residents and/or employees participated in a survey, public workshop, presentation, and/or focus group related to Complete Streets from February through May of 2012. This valuable feedback was incorporated into, and used to guide the development of the *Broward Complete Streets Guidance Document.* The following report summarizes the tactics used to gather information and results of their responses and perceptions, as well as recommendations for further exploration.

Summary of Findings The majority of the approximately 2,000 Broward County, Florida residents of diverse professions and adult ages, underscored that they would like to see more sidewalks, public transit near their homes, bike lanes with painted white lines, destinations within walking or biking distance, and safe routes while commuting without a car. According to participants, there are currently not enough places to bike nor public transportation options within an easy walk for Broward residents. Two-thirds of residents who stated they would never travel without a car in current conditions would consider walking and biking to nearby destinations, if Complete Streets elements were incorporated in the right-of-way. These elements would include age- and ability-appropriate infrastructure that would result in a convenient, safe transportation environment. If alternative modes of transportation were readily provided through implementation of Complete Streets, 90% of respondents would consider traveling to nearby destinations without a car.

Analysis revealed several positive associations between distance, lack of public transport and individuals' choice to elect driving over alternative forms of travel. There was a higher likelihood of residents using their vehicles when short distances (less than one mile) were perceived as not walkable and public transport considered limited. These decisions were not associated with age or gender. Area housing was also positively associated with respondents' decision to drive over alternative transport. These data support the need for a comprehensive approach involving expanding public transport options and awareness, improving bicycle facilities and sidewalk access and maintenance, and increasing connectivity and accessibility from homes to daily destinations.

While national research supports positive health outcomes resulting from the shift away from the cultural norm of automobile dependence to active transportation, local findings demonstrate the task will require a multi-sector, long-term commitment in Broward County. The Broward Complete Streets Guidance document, championed by the Metropolitan Planning Organization and the Broward Regional Health Planning Council, lays the foundation for implementation of infrastructure and non-infrastructure projects and programs that can enhance the active transportation agenda and create a safe and healthier physical environment for Broward County.

Summary of Recommendations Recommended Strategies The findings from the survey and other community engagement activities revealed a clear direction for recommended strategies. The following recommendation subsections were compiled to guide community members and community partners in the implementation of Complete Streets: Enhance Quality of Life by Implementing Complete Streets, Complement Complete Streets design with Smart Growth Principles, Advocate for the Expansion of Multimodal Transportation, Address the Needs of Older Adults, Incorporate and Expand Programs and Policies Focused on Youth, Utilize Social Marketing to Shift Cultural Norm, and Educate Policy-Makers, Engage Stakeholders and Establish Coalitions.

Strategies and recommendations were formulated with the goal of underscoring and addressing key elements and populations specific to Broward County. The suggested target demographics to additionally be considered in the development of a Broward County plan are older adults, who compose a large percentage of the population, as well as local youth. It is recommended that the needs of the elderly be explored and considered and also that expanding Safe Routes to School Programs be incorporated into design as a fundamental component of Complete Streets. To bolster local support it is further recommended that community stakeholders engage as advocates for the expansion of multi-modal transportation, Complete Streets leaders educate local policy-makers and establish coalitions in support of neighborhood Complete Streets. To further complement Complete Streets design it is recommended that Smart Growth principles be employed in the developmental phases. Social Marketing should be utilized to encourage a shift in cultural norm as many studies cite difficulty in behavioral change with infrequent exposure or promotion to a new concept or behavior.

Finally, it is strongly recommended that Complete Streets implementation be flexible and build upon existing infrastructure to enhance quality of life through the improvement of physical activity options and social interaction to positively impact both physical and mental well-being. The use of research and assessment to measure and quantify affects for sustainability and continuous improvement should be incorporated in every Complete Streets plan.

CHAPTER II: PUBLIC INVOLVEMENT PLAN

In February 2012, a Public Involvement Plan (PIP) for the Broward Complete Streets Initiative was formulated. The purpose of the PIP was to guide the team on introducing the Complete Streets concept and its relation with health to Broward County stakeholders, obtain the public's perceptions of their current environment and their existing travel behaviors and needs, and identify opportunities to incorporate Complete Streets policies and practices. The results of this process will be incorporated in the *Broward Complete Streets Guidance Document*, which is being adopted from the Centers for Disease Control and Prevention (CDC) funded *Model Design Manual for Living Streets for Los Angeles*. In addition, the recommendations will highlight ways to engage all residents in the utilization and formation of Broward streets.

Public Involvement Plan Elements

The overarching goal of the PIP was to gauge the community's knowledge and interest while increasing their awareness about the value of creating a built environment that balances the needs of all modes of transportation. Ultimately, the goal was to generate support for the endorsement and implementation of Complete Streets policies and practices. Seven strategies accompanied by a series of comprehensive tactics and measurement tools were used to inform stakeholders, engage the public, and obtain valuable feedback from a wide range of community members and relevant professionals (Figure 1). Presentations, public workshops, and discussion groups geared towards decision makers, technical advisory boards - consisting of engineering, planners, transportation and health professionals as well as elders, adults with disabilities and elementary and college students were conducted over a five month period. Data was collected via social media outlets, online surveys, and in-person interactions.

Figure 1. Public Involvement Plan Elements

CHAPTER III: BROWARD SMART GROWTH & COMPLETE STREETS SURVEY

A total of 1,609 Broward Smart Growth & Complete Streets Surveys were completed between February and May of 2012. Each percentage is based on the number of respondents for each specific question. The majority of respondents (98%) lived and more than half (66%) worked in Broward County. Although a third self-reported being older than 56 years-of-age, only 1% identified themselves as retired or semi-retired. Half of respondents were between the ages of 35 and 55, and 15% were younger than 35. There was an equal representation of males (50%) and females (48%). The greatest number of respondents (a minimum of 15 per zip-code) were from the following areas and cities: *North Broward* (n=207): North Lauderdale, Pompano Beach, Parkland, and Coral Springs; *Mid Broward* (n=567): Fort Lauderdale, Cooper City, Dania Beach, Wilton Manors, Davie, Sunrise, Weston, and Plantation; *South Broward* (n=351): Hollywood, Hallandale Miramar, West Park and Pembroke Pines. Additional cities and zip codes within Broward County made up for a third of the respondents.

Demographic Summary

- *A majority of respondents live and work in Broward*
- *Residents from the majority of cities in Broward County were represented*
- *Equal gender representation*
- *Majority were middle-age from diverse professions*
- *Residential occupancy is consistent with Broward distribution*
- *Homeownership is consistent with County average.*

The most prominent occupations among respondents (n=1,299) were engineers, planners, designers and architects (14%), high-level management such as directors, CEO, and presidents (11%), office administration, secretarial and clerical positions (8%), health (7%), academia and school teachers (6%) and accountants (5%). The remaining 49%, were a wide range of professions such as IT and computer specialists, real estate professionals and brokers, business owners, aviation-related professions, attorneys and legal support, marketing and communications, reporters and writers, automotive mechanics, librarians, sales and retail personnel, students and law enforcement and federal security among several others. The types of organizations that employ these individuals (n= 1,225) were identified as companies (37%),

government (32%), non-profit (13%), universities (8%), self-employed (4%), hospitals (2%), unemployed (1%), and other (3%).

Approximately a third of respondents described their neighborhood as suburban with houses, shops and business. An additional 25% of them described their neighborhood as a residential suburbia. Survey participants living in a primarily residential city accounted for 37%, and those living in a city with mixed-use of housing and businesses were the remaining 7%. The majority of participants (70%, n = 1367) indicated they owned their primary residence and the remaining (14%) were self-identified as renters.

Traveling Behaviors According to the administered survey, traveling without a car in Broward County is uncommon (32% n=1552) and more than a third of residents envision never, in their current living and working conditions, would they be able to travel to nearby destinations without a car (37%, n=612). The explanations for being unable to travel to nearby destinations without a car and barriers to active commuting were categorized as either infrastructure, transit, distance, safety, ability, and/or environment.

Infrastructure Approximately 15% (n=612) claimed they would not travel without a car due to a lack of sidewalks, bike lanes, walking and bike paths that would assist in making active commuting to and from nearby destinations possible and pleasant. A larger number of respondents (n=1,485) was split with approximately half feeling there was too little and the other half feeling there was the right amount of sidewalks in Broward County. A quarter of respondents (26%, n=403) reported that they do currently travel as pedestrians when not using a car.

> *"I can travel one direction as there are sidewalks but not the other direction, which is where a lot of dining areas are located and I would like to walk."*

According to Jim Sallis et. al., access to sidewalks is the most important built environment factor related to physical activity. Therefore, an absence or disconnect in sidewalk grids would likely result in a community with lower physical activity averages and higher rates of chronic disease over time. Neighborhoods with sidewalks are considered more walkable and pedestrian-friendly. Urban Land Institute research confirmed, home buyers are willing to pay more for homes in walkable neighborhoods, and an analysis by Real Estate Research Corp. demonstrated that property values rise fastest in pedestrian-friendly areas.

The presence of bike lanes and paths has been previously positive impacts on the average level of physical activity. Approximately a tenth of respondents (11%, n=1552) travel by bike when they are not traveling by car, but 30% (n=1609) of respondents would travel more without a car if bike lanes were better maintained and 40% (n=1609) would travel if there were more bike lanes on the roads or wide paved shoulders with white lines were provided. More than half (54%, n=1487) of the respondents stated there were too few places to bike in Broward. These numbers are in line with the rest of the country. According to a National Survey of Bicyclist and Pedestrian Attitudes and Behavior in 2008 by the National Highway Traffic Safety Administration, 47% of Americans 16 and older say they would like to see more bike paths, lanes, and trails in their community (Bikesbelong.org).

In addition, bike facilities, such as covered bike parking, provided at the destinations was reported as an influencing factor in the decision to travel without a car by a third of participants (n=531). If worksites had locker rooms with showers, 15% of respondents would consider actively commuting to work rather than traveling with a car. Currently, 37% (n=1,487) of respondents travel only two to five miles to work, which could be a comfortable bicycle ride if amenities, facilities, and a comfortable and safe route was provided. The majority (65%, n=550) of trips made for recreation purposes were between one and five miles, which depending on the walking, biking, and transit network could be comfortably made by actively commuting for the average adult.

The parks, playgrounds, and recreation sites were noted as a Broward County asset in encouraging physical activity. The majority of residents stated there was the right amount of these types of facilities, (64%, n=1500). Accessing these facilities in an active form (without a car) would drastically increase if shaded infrastructure in the form of trees or canopies were established.

Safety Approximately half of the participants stated they would travel more often without a car if they felt safe doing so, and 10% stated they would only consider traveling with a car because of safety reasons. Traffic was mentioned as the main safety concern accompanied by crime, loose dogs, drug users, and the presence of homeless persons on park and transit benches.

Ability A pronounced proportion of respondents stated that they would walk more if sidewalks were accessible for persons with disabilities. Several respondents mentioned their

age as a deterrent to actively commuting the distance to reach a destination. Although the majority of seniors do not work or attend school, many do purchase food from grocery stores. The distance to a local grocery store was less than one-mile for 44% (n=668) of respondents. With safe crossings, assisted carts to carry items, shade, and secure walking paths, many elders would be enabled to access food, increase their incidental physical activity, improve their mental health, increase their social capital with these elements facilitating the concept of aging in place.

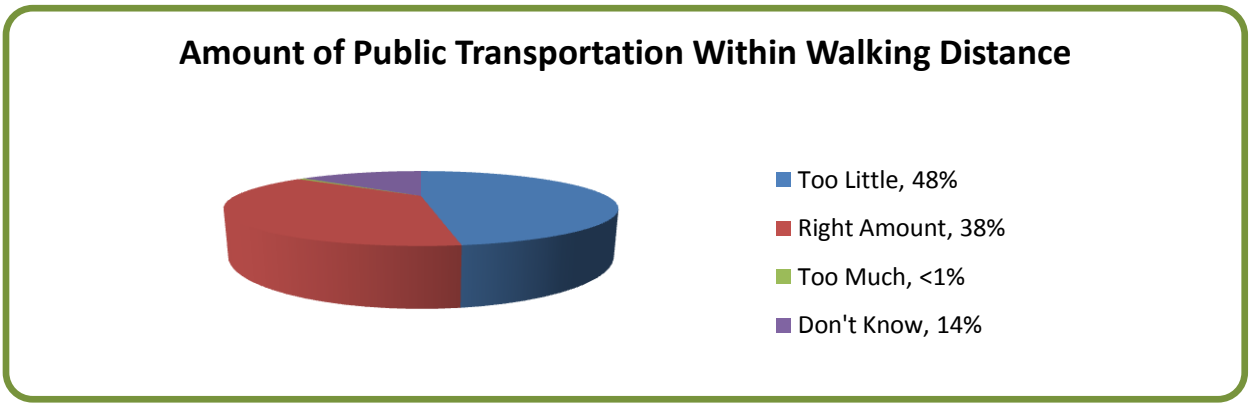
Transit A fifth of respondents (20.8% n=612) who reported traveling solely by car stated their main barrier was associated with mass transit limitations. Approximately a third of the these respondents (n=207) provided a comment in regards to transit in their community. The comments were categorized and can be found in Table (A). Overall half of the respondents (48%, n=1491) felt there was not enough public transportation within walking distance, while 38% felt there was just the right amount and 14% did not know (Figure 2). Individuals who felt they could not travel to nearby destinations without a car were over three times more likely (OR=3.59; p<.000) to drive because they felt public transport was insufficient or they felt the distance was long . Respondents who identified themselves as living outside of the city were also over three times more likely (OR=3.5) to drive due to lack of public transportation access and distance.

> *"Limited access to other modes of transportation"*
> *Resident from 33076*

Table A - Transit Related Barriers to Getting Around without a Car

Barriers Listed by Broward Residents	Number of Responses
Limited/Lack of Public Transportation	**72**
Public Transportation is Inconvenient, Too Far, Takes too Long	**65**
No Public Transportation Close By	26
Inconvenient/Inefficient/Unreliable Transit System	15
Poor Infrastructure & Unsafe/Dangerous Roads	13
Stores spread out/ Far Away	6
Other	10
Total (n)	**207**

Figure 2: Amount of Public Transportation Within Walking Distance



Mix-Use A 2003 article in the *American Journal of Public Health* showed that mental health and well-being is related to social capital. Individuals residing in walkable, pedestrian-friendly neighborhoods know their neighbors, participate politically, trust others, and are socially engaged (Leyden, 2003). More than half of the participants (54%, n=1491), felt there were too few stores and restaurants within an easy walk of their house. More than a third of individuals stated distance to destinations was the reason why they would choose to only travel by car. Half of the respondents (49% n=1609) in their current condition, would travel more often without a car if there were destinations within walking and biking distance. Among the third of respondents who characterized their community as mixed-use, 66% of respondents said they could travel to nearby destinations without a car. Individuals who identified most trips being a mile or less from their home were twice as likely (OR=2.17) to report no issue with public transportation or distances (p=.002). Based on the data increased mixed-land use partnered with Smart Growth principals has the potential to increase physical activity levels, bolster social capital and interaction , improve well-being and prevent chronic diseases for the residents of Broward County.

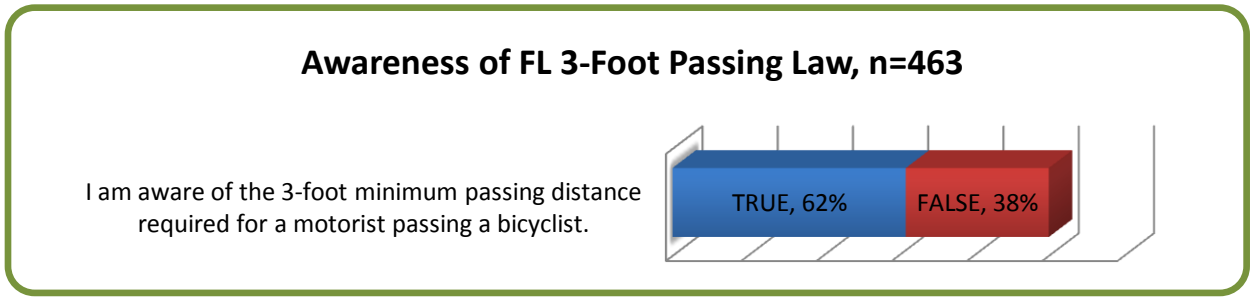
Housing Reported amount of low income, middle income, or high income housing in respondent neighborhoods determined whether participants felt inclined to select biking or walking over driving. When comparing means between groups individuals in low income and middle income neighborhoods demonstrated a positive association with taking half or more trips by car (p=.02) and (p=.004), respectively. Similarly respondents in high income neighborhoods demonstrated a positive association with reported ability to travel to most

destinations without a car (p=.03). Participants who reported living in high income neighborhoods had a higher odds of reporting having parks and playgrounds within walking distance (OR=1.5), places within walking distance (OR=1.68), places to bike (OR=1.94), new store and office developments (OR=2.46), new housing development (OR=2.80), and warehouse store development (2.12) with each demonstrating the same significant association (p<.000).

3-Foot Passing Law

There is a three-foot minimum distance for a motorist passing a bicyclist required by Florida State Law. A listserv registered with the Florida Department of Transportation (FDOT), Office of Commuter Services, received the aforementioned survey with an additional statement, *I am aware of the 3-foot minimum passing distance required for a motorist passing a bicyclist*. A total of 463 respondents responded true (289, 62%) or false (174, 38%), which is depicted in Figure 3. The majority responded 'true' as a testament to the effectiveness of FDOT Commuter Services' social marketing campaign to increase the awareness of the 3-foot passing law.

Figure 3: Awareness of FL 3-Foot Passing Law

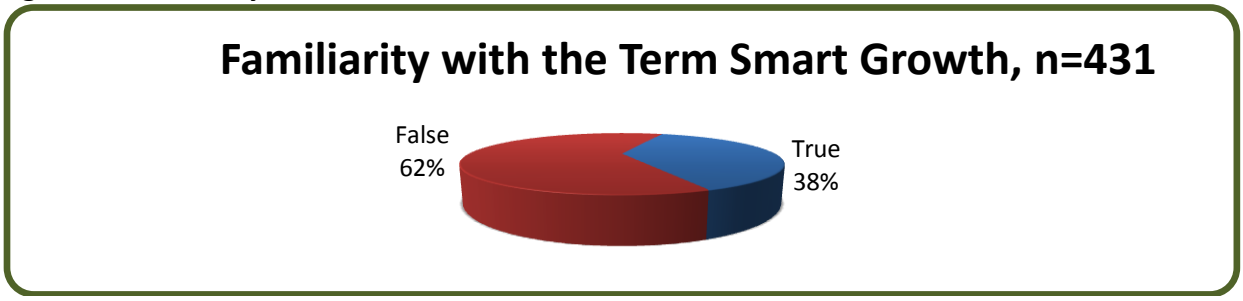


Smart Growth

According to the Smart Growth Partnership website, Smart Growth is a comprehensive approach to development used in many cities across the nation which (1) encourages development in existing urbanized areas, (2) creates more compact development in non-urbanized areas, (3) promotes the proximity of jobs, shopping, and services to residential areas, (4) provides more transportation options, (5) and ensures access to natural areas

(http://www.smartgrowthpartnership.org/defining-smart-growth.html). Two-thirds of survey respondents were not familiar with the term Smart Growth (Figure 4). In a text analysis of the 431 responses, the vast majority of respondents (93%) were right on target or mentioned at least one Smart Growth principal in a description of what the term meant to them. Less than 5% (n=19) of respondents were 'off' on their definition of smart growth with responses such as, growth that takes into account population trends and environmental aspects, planning, development that positively impacts everyday life, planned community living including healthy options. Few responses (2%, n=7) were categorized as 'wrong' with responses such as, to gain knowledge. Only one person described smart growth in a negative connotation as 'intrusive zoning'. Respondents who were familiar with Smart Growth were twice as likely (OR=2.69) to prefer houses that were built closer together on smaller lots than those that were not familiar with the concept (p<.000).

Figure 4: Familiarity with Smart Growth



A 2003 study by Smart Growth America entitled *Measuring Health Effects of Sprawl: A National Analysis of Physical Activity, Obesity and Chronic Disease* calculated the expected impact of sprawl on the body mass index and weight of an average person (height- 5'7"). The results reveal that people in more sprawling counties are likely to have a higher body mass index (BMI), which is a standard measure of weight-to-height that is used to determine if people are overweight or obese. The study also found a direct relationship between sprawl and chronic disease. The odds of having hypertension, or high blood pressure, are six percent higher for every 50-point increase in the degree of sprawl. Table 2 highlights how Broward compares to the rest of Florida and other counties where there is less sprawl. A lower number indicates a higher degree of sprawl.

Table 2: Sprawl and its Relation to Health

Area	Sprawl Score	Expected Body Mass Index	Expected Weight
Broward	**127.01**	**26.01**	**166.05**
Miami-Dade County	136.17	25.98	166.85
Florida	108.77	26.07	166.45
New York County (Manhattan)	352.07	25.23	161.11

Source: Smart Growth America entitled Measuring Health Effects of Sprawl: A National Analysis of Physical Activity, Obesity and Chronic Disease, September 2003.

CHAPTER IV: PUBLIC WORKSHOP SERIES

The Public Workshop series was held in three areas of Broward County to provide multiple and convenient opportunities for Broward residents to attend workshops, learn about Complete Streets, and provide input and feedback. In addition to the three workshops, two focus groups were held. The three public workshops were held in North Lauderdale (Northwest Broward), West Park (Southeast Broward), and Fort Lauderdale (Central Broward) and those who were in attendance were asked to complete a survey at the end of the presentation about Complete Streets and Smart Growth Policies. Large posters describing Complete Streets and their benefits were created for the workshops and attendees were encouraged to answer questions and provide feedback. Copies of these posters are available online at www.BrowardCompleteStreets.org. The feedback received during the five events was extremely insightful and provided a broad view of community needs and opinions. Each location and community where the workshops took place as well as their feedback is described in this section.

City of North Lauderdale

The City of North Lauderdale is 2.2 square miles and was incorporated in 1963. The city was planned by Architect Morris Lapidus who also designed many of the famous hotels in Miami Beach. North Lauderdale is a young and diverse city. In 2000, it held the youngest median age for residents in Broward County (Broward MPO). In 2011, North Lauderdale was named one of the Top 100

Communities for Youth by American's Promise Alliance. (http://www.nlauderdale.org/document/index.php).

According to the 2010 Census, the city has a population of 41,023. 28.9% of the population is under 18 years of age and 6.5% is over the age of 65. 25.8% of the population identify as Hispanic or Latino. The population by race is as follows: 33.1% White, 53.4% African American, 2.9% Asian, 0.3% American Indian and Alaska Native, 0% Native Hawaiian and Pacific Islander, 6.4% Other, and 3.8% Identified by two or more (http://2010.census.gov).

By 2014, the Broward MPO has projected travel time to work for most North Lauderdale residents to be between 15-29 (39%) and 30-59 (38%) minutes. The forecasted means of transportation for employed individuals in 2014 is 95% Car, Truck, or Van to work with the other 5% devoted to Public or Other Transportation or working at home (Broward MPO).

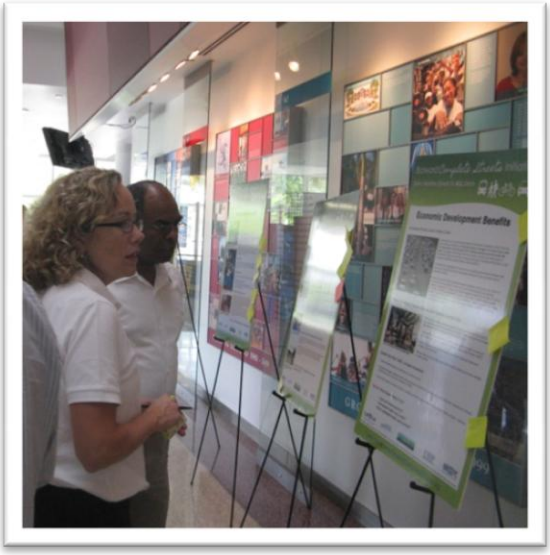
A total of 53 community members participated in the public workshop held on Tuesday, April 17 from 3:00-7:00PM at North Lauderdale City Complex: 701 SW 71st Ave., North Lauderdale, 33068.

City of West Park The City of West Park was incorporated in 2005. It is Broward's 31st city. Its neighborhoods include Miami Gardens, Carver Ranches, Lake Forest, and Utopia. In 2011, West Park received recognition as a Playful City USA for its efforts to increase play opportunities for children. Most of the city is residential but the city also includes business, commercial and industrial areas (http://www.cityofwestpark.org/).

According to the 2010 Census, the city has a population of 14,156. 27.1% of the population is under 18 years of age and 10.3% is over the age of 65. 28.9% of the population identify as Hispanic or Latino. The population by race is as follows: 32.8% White, 57.9% African American, 1.0% Asian, 0.4% American Indian and Alaska Native, 0% Native Hawaiian and Pacific Islander, 4.5% Other, and 3.3% Identified by two or more (http://2010.census.gov).

A total of 35 community members participated in the workshop held on April 18 from 6:00 to 8:00PM at Carver Ranches Library located at 4735 SW 18 St, West Park, 33023.

Nova Southeastern University



Nova Southeastern University is located in the City of Fort Lauderdale. The University has a student body of 27,518 and has 4,265 faculty and staff for a total of 31,758 individuals affiliated with the University (http://collegestats.org/college/nova-southeastern-university).

A total of 60 students and community members participated in the workshop on Thursday, April 19 from 12:00-3:00PM at NOVA Student Center: 3301 College Ave., Fort Lauderdale, 33314. The first hour 12:00-1:00PM targeted students during their weekly SEA (Student Events and Activities) Thursday event. The remainder of the event captured students passing by and community members who had joined us from various sectors.

Workshop Feedback During the three public workshops, boards were used to summarize the importance of Complete Streets. Volunteers stood next to each board and helped guide community members through the concepts highlighted them. Community Members were asked to provide feedback and share their own experience regarding barriers, such as getting around without a car. Their feedback was written on notes attached to the board to promote interaction and conversation. Participants indicated where they lived near a Complete Street (Table 1), if they felt their city was ready to implement complete streets (Table 2), what would make them walk, bike, or use public transportation more (Table 3), what the barriers were to getting around without a car (Table 4), what benefit of complete streets was most important to them (Table 5), and what elements of the Complete Streets vision were most important to them (Table 6). Notably, most participants said their communities were ready for Complete Streets, and additionally listed components of Complete Streets as things that would make them walk, bike, or use public transportation more. The barriers to getting around without a car listed by participants were similar to those listed by survey participants, including Limited/Lack of Public Transportation, Public Transportation is Inconvenient, Too Far, or Takes

too long. The most underscored potential benefit of Complete Streets was the creation ofmore walkable and livable communities, followed by an improved local economy.

Figure 6. Do you live near a complete Street?

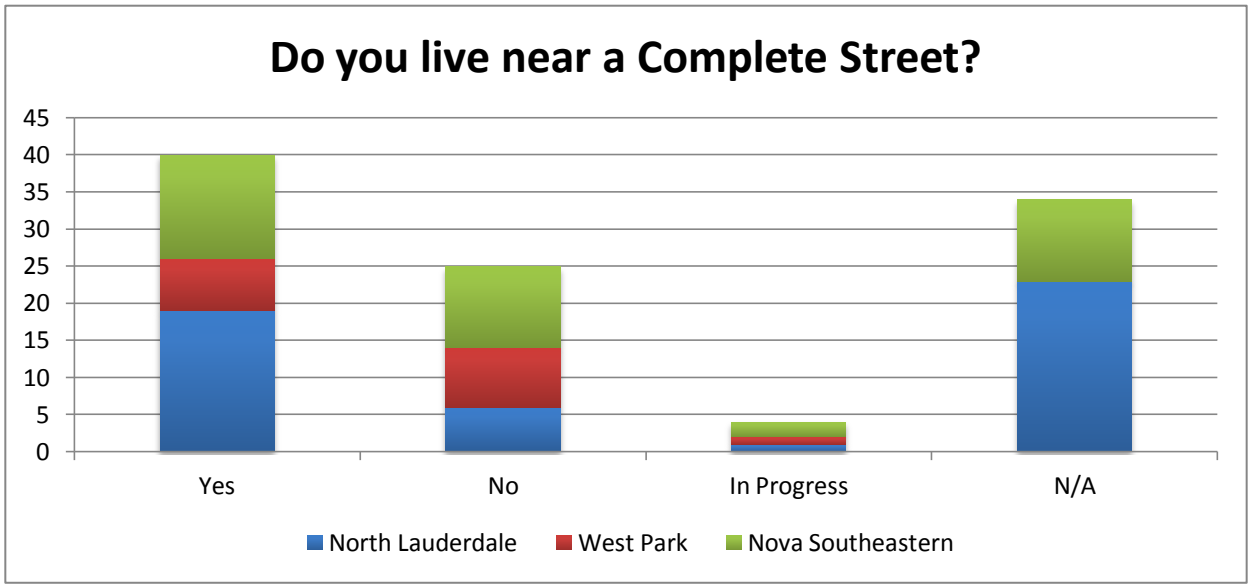


Figure 7. Is your community Ready for Complete Streets?

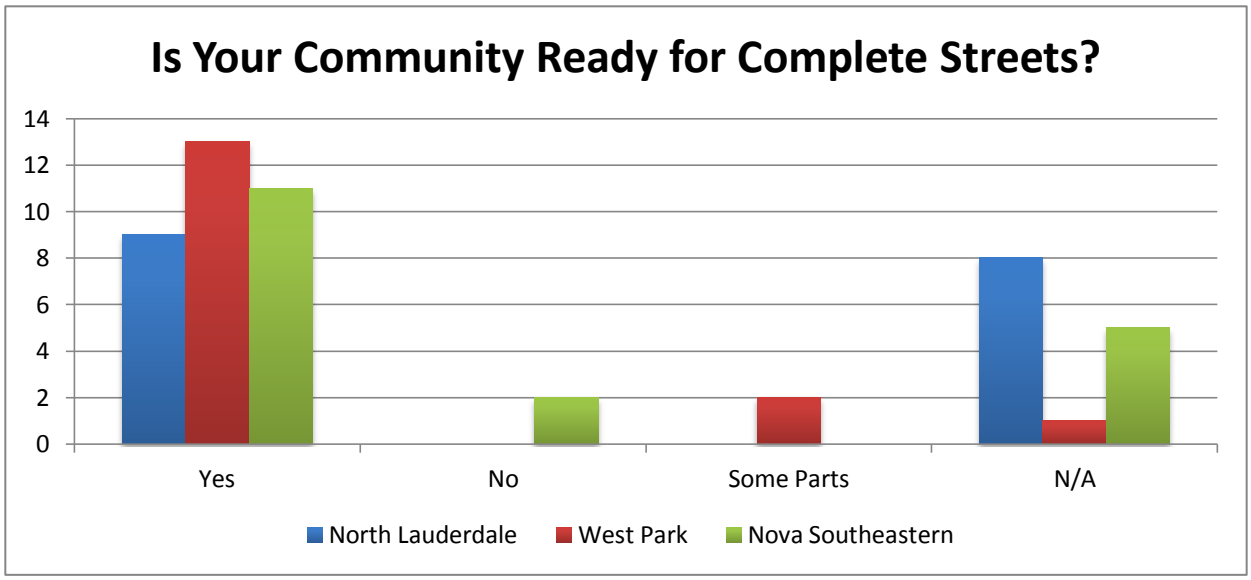


Figure 8. What would make you walk, bike, or use public transportation more?

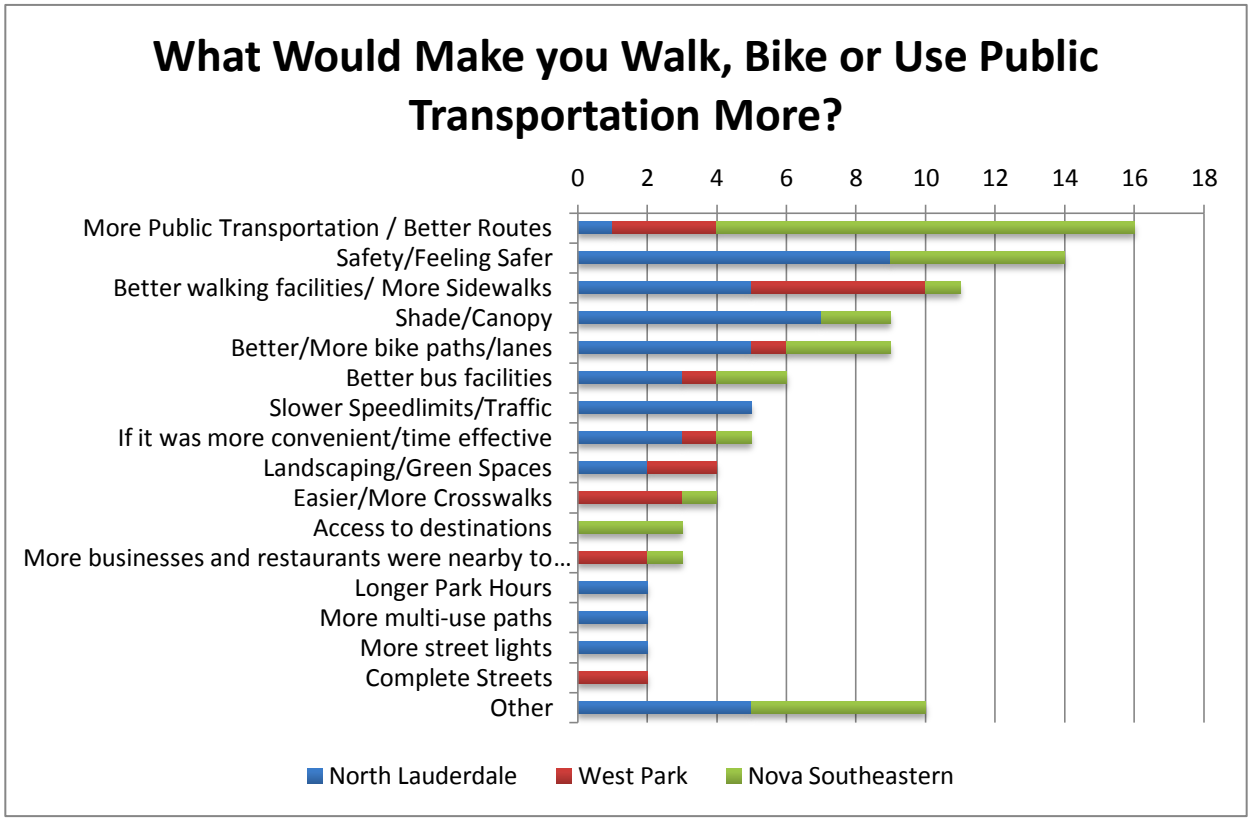


Figure 9. What are the Barriers to getting around without a car?

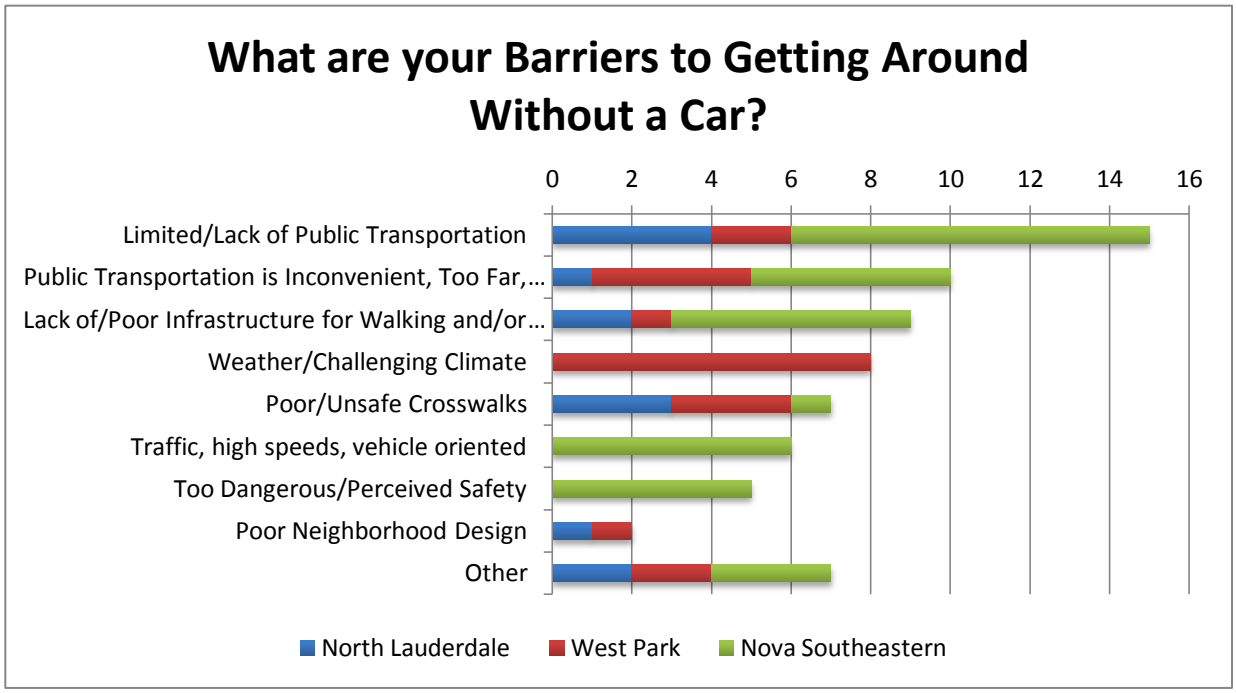


Figure 10. What Benefit means most to you?

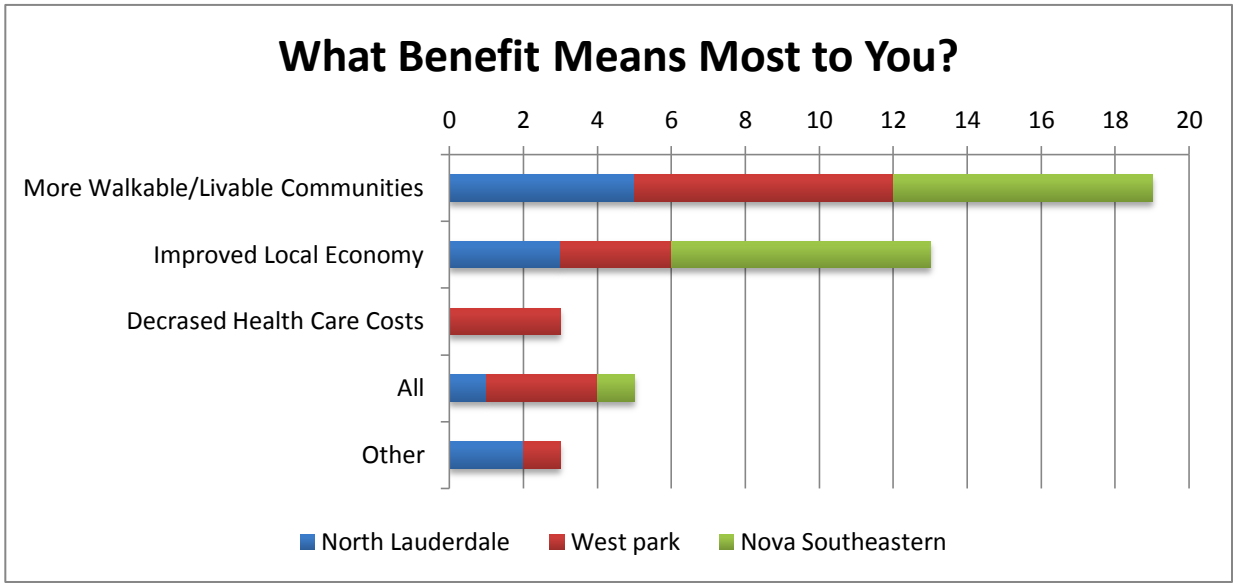
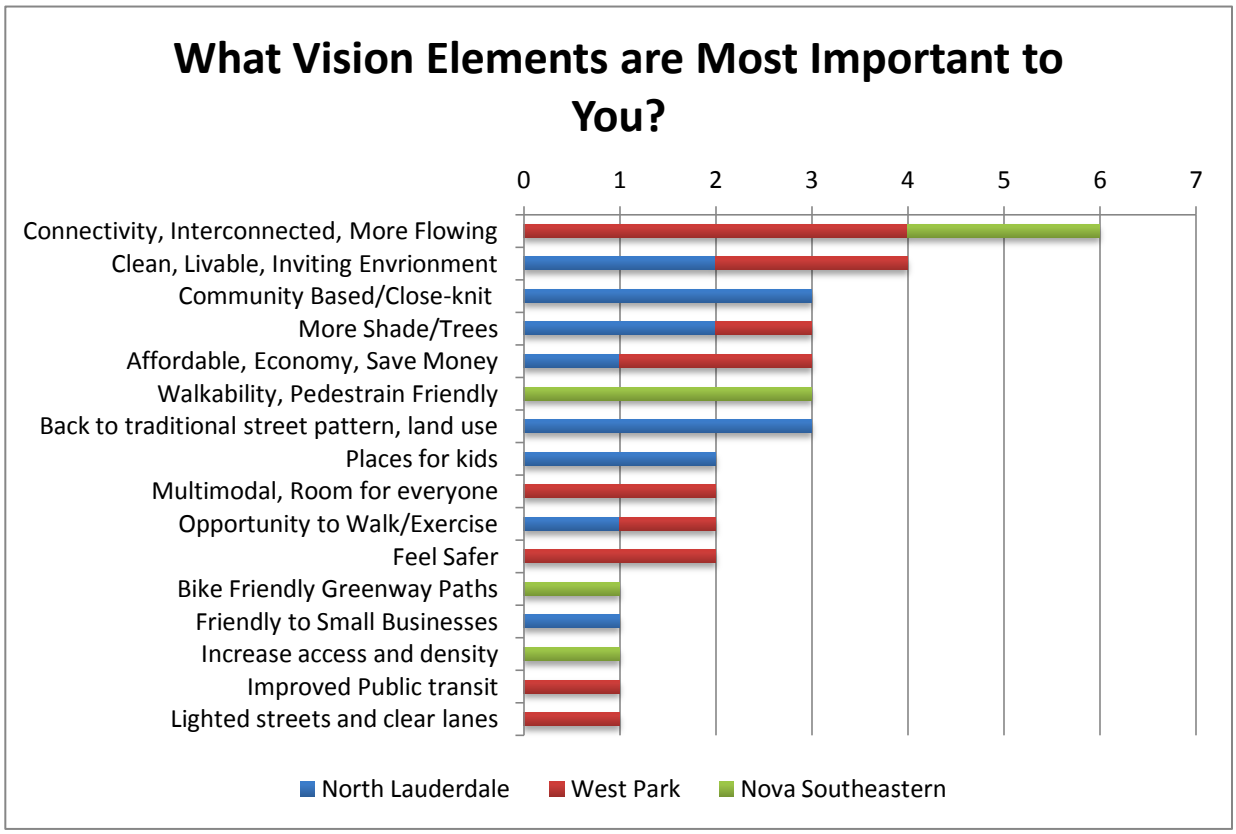


Figure 11. What Vision Elements are Most Important to You?



Participants were also asked how they saw themselves being involved in Complete Streets. Some of the responses included.

- Joining/Staying involved in the Technical Advisory Committee (TAC)

- Taking the Complete Streets survey
- More Public Workshops
- Educating the Public
- Build a Better block Grants
- And going to the website to educate themselves

Lastly, participants were asked about next steps; recurrently they suggested coordinating with involved agencies and posting the Complete Streets boards online - both of which have been accomplished since the workshops.

A feedback survey was additionally developed and administered to those who attended one of the three public workshops offered. There were 27 completed surveys from the North Lauderdale workshop, 22 from West Park and 6 from Fort Lauderdale, with a combined total of 55. The questions asked sought to determine whether or not the residents had any safety concerns or questions regarding the current state of the streets in Broward County, and also how receptive they would be to their community adopting the Complete Streets design standards and the Smart Growth Policies. Though the questions were specific, the survey allowed individuals to elaborate on their responses. Participants were able to provide their opinion of the workshop as well as make recommendations for future improvement.

Of the 55 survey respondents, 41 (74.5%), indicated that they had questions or concerns regarding the streets in Broward prior to this workshop while the remaining 14 (25.5%) stated they did not. 53 of the 55 participants (96.4%) responded that they would like to see Complete Streets in their community, 1 participant (1.8%) did not, and 1 participant gave no response. 53 of the 55 participants (96.4%) indicated that they would like to see Smart Growth policies adopted; the remaining 2 participants (3.6 %) failed to give a response. Participants stressed their concerns regarding the safety of pedestrians and cyclist due to a lack of sidewalks as well as bike lanes. A lack of reliable transportation was also a common concern. Respondents conveyed that they found the workshops to be enjoyable, educational and well-presented; however, they encouraged more advertising efforts in the future.

CHAPTER V: PRESENTATIONS & FOCUS GROUP DISCUSSIONS

Two focus groups were held in Broward County. Each location, community and focus group feedback is described in this section.

City of Deerfield Beach, Highland Garden Community

The Highland Garden Community is a public housing development that caters to the elderly and disabled; Highland Garden is located in the City of Deerfield Beach.

According to the 2010 Census, the city has a population of 75,018. 18.0% of the population is under 18 years of age and 21.5% is over the age of 65. 14.2% of the population identify as Hispanic or Latino. The population by race is as follows: 65.7% White, 25.6% African American, 1.5% Asian, 0.2% American Indian and Alaska Native, 0% Native Hawaiian and Pacific Islander, 4.1% Other, and 2.7% Identified by two or more (http://2010.census.gov).

By 2014, the Broward MPO has projected travel time to work for most Deerfield Beach residents to be either Less than 15 minutes (20%), between 15-29 (43%) or 30-59 (29%) minutes. The forecasted means of transportation for employed individuals in 2014 is 94% Car, Truck, or Van to work with the other 6% devoted to Public or Other Transportation or working at home (Broward MPO).

At Highland Gardens, Urban Health Partnerships heard frustration from individuals who feel isolated in an environment that has little mixed-use development within walking distance and just recently lost a major bus route. It was clear that the desire to walk more exists in this community; however, this group faced many challenges. Some individuals were limited by obesity/disability physically had challenges, others had fears based on previous experiences and most found restrictions on public transportation service extremely confining/limiting—only one resident in attendance owned a car. Complete Streets comprehensively addresses all of these concerns and makes a walkable, livable community attainable. This data emphasizes how

Broward has great potential to expand their world through incremental improvements to the right of way and could become a leading model for positive mixed-use urban environments.

City of West Park, Carver Ranches Public Library After School Program

The second focus group at Carver Ranches library involved elementary students ranging from first through six grade, and proved to be a much more complex challenge. The children showed a great interest in Complete Streets, however because of the crime they witness on a daily basis, their definition of "safe" involved public safety improvements that are not a direct focus of Complete Streets. UHP, SGP and the MPO believe that by providing more opportunities to walk and bike, Complete Streets would provide more "eyes on the street" and in effect improve the safety of the neighborhood.

CHAPTER VI: MEDIA REPORT & PUBLIC DISCOURSE

Broward Complete Streets Micro-site Report The Broward Complete Streets site, available at www.BrowardCompleteStreets.org was created as a micro-site of the UHP website. This site had contained all relevant information for the initiative including links to complete the survey and information about the public workshops. Since January 2012, the UHP site has received over 5,500 page-views with over 1,128 unique visitors. Of these visits, the most popular page visited was the Complete Streets homepage with 1,143 views. The Survey, *Get Involved*, *Technical Advisory Committee* pages were also popular with 368, 219, and 185 page-views, respectively. The city with the most unique visitor page-views was Ft. Lauderdale followed by Miami Beach, Miami, Hialeah, Orlando, Pembroke Pines, Pompano Beach, Lakeland, and Hollywood, Florida, with the majority of these cities falling within Broward County lines. This micro-site continues to garner traffic as more individuals in Broward County learn about the Complete Streets Initiative. A Final Complete Streets Guidelines resource will be made available on the site in June 2012 for public use.

CHAPTER VII: SUMMARY OF KEY FINDINGS & RECOMMENDED STRATEGIES

Summary of Key Findings

- The majority of Broward residents currently travel with a car due to limitations in alternate forms of transportation. They would like to see these efforts expanded to include more sidewalks, public transit near their homes, bike lanes with painted white lines, more destinations within walking or biking distance, and a sense of safety while commuting without a car.
- There are not enough places to bike or public transportation options within an easy walk for Broward Residents. If alternatives were provided, 90% of respondents would consider traveling without a car.
- Lack of mass transit options was the greatest barrier for adults to get around without a car followed by personal safety concerns. Among children who regularly walk to and from school and neighboring facilities, safety was their biggest concern.
- Broward County's parks, playgrounds, and recreation sites were identified as assets to encouraging physical activity. The majority of respondents stated there were the right amount of parks and playgrounds (64%) and places to walk to for fun (54%). Accessing these facilities without a car would drastically increase if shaded infrastructure in forms of trees or canopies were provided.
- Half of all respondents felt there were too few stores within comfortable walking or bicycling distance from their homes. Physical ability and age were noted as major deterrents to actively commuting to destinations. Older adults living in Broward developments felt isolated due to the lack of opportunity to conveniently access daily activities by foot. These adults also felt limited in daily activities due to sparse mass transit options.
- Individuals living in low or middle income neighborhoods were more likely to feel the need to travel with a car to nearby destinations compared to those living in high income neighborhoods due to environmental barriers and safety. Those living in high-income neighborhoods were more likely to have amenities within walking distance.

- The majority of respondents were aware of the law requiring a three-foot minimum distance for motorist passing a bicyclist.
- Although approximately two-thirds of respondents were not familiar with the term Smart Growth, the vast majority described the term correctly. This suggests that these principles are inherently logical to creating a healthy urban environment yet remain absent from developing urban areas.
- Three quarters of participants in the public process indicated they had concerns regarding the streets in Broward prior to engaging in the workshop. The majority of Broward residents felt their community was ready for Complete Streets implementation, this greatly contrasts with the less than 1% who claimed to live near at least one complete street in Broward County. Complete Streets to most respondents promised the opportunity for more walkable and livable communities. Participants envisioned a better interconnected community with high social capital as a result of a commitment to developing local Complete Streets. An overwhelming proportion (96.4%) of participants indicated they would like to see Complete Streets policies adopted and implemented in their respective communities.

Recommended Strategies The findings from the survey and other community engagement activities revealed a clear direction for recommended strategies. This list was compiled to guide community members and community partners in the implementation of Complete Streets. These strategies are outlined and described in this section.

Strategy 1: Enhance Quality of Life by Implementing Complete Streets

Transportation systems impact nearly every aspect of an individuals' life including the physical environment, the economy, safety and most importantly the quality. One of the foundational goals of Complete Streets is to establish a multi-modal transportation system offering pedestrian walkways, bike paths, improved and expanded public transportation options as well as improvements to existing structures such as shading, lights, and an expanded network of current options. In building upon current systems communities have an increased opportunity for social interaction, the potential to positively impact both mental and physical well-being and

to greatly improve overall quality of life. Through this process it is important to quantify and evaluate the actual outcomes and impacts of the project. Research and assessments are ideal ways to track the influence of Complete Streets; by quantitatively and qualitatively measuring outcomes then sharing results with community members stakeholders are provided the tools to monitor impact and outcomes. This is recommended for each step of the process including planning, monitoring and evaluation.

Funding studies that incorporate health considerations prior to project implementation helps to tailor the Complete Streets model to holistically fit the respective community. The recommended research tool for this is the Health Impact Assessment, which comprehensively examines all potential outcomes that may result from a project and provides an excellent foundation for communities to proceed with planning confidently. The CDC explains, "HIA is a process that helps evaluate the potential health effects of a plan, project or policy before it is built or implemented. An HIA can provide recommendations to increase positive health outcomes and minimize adverse health outcomes. HIA brings potential public health impacts and considerations to the decision-making process for plans, projects, and policies that fall outside the traditional public health arenas, such as transportation and land use." An HIA can help anticipate both costs and benefits of Complete Streets plans on the community and can aid in the decision-making process. More information on HIA's is available at http://www.cdc.gov/healthyplaces/hia.htm. The initial investment in HIA research enables communities to maximize on positive health outcomes and modify Complete Streets design, if necessary, to specific community needs.

In conjunction, a strong monitoring and evaluation plan should be developed to include a Community Needs Assessment to measure the process, outcome and impact of change via at a collection and analysis, with a Management Information Systems as a tool to collect and store data during and after the implementation of Complete Streets. This information can reveal any areas needing improvement, highlight real mental and physical health impacts and outcomes, measure sustainability and improved quality of life and inform planning for future Complete Streets projects Further, these assessments can guide future direction for funding Complete Streets projects and can establish Complete Streets as a successful evidence-based model for expanding multi-modal transportation.

Strategy 2: Complement Complete Streets design with Smart Growth Principles

Smart Growth principles can be used as a template to expand transportation options, promote regional and community collaboration, strengthen existing community features, expand upon community design that supports multi-modal transportation and further explore the transportation needs of elders by considering aging in place strategies for Broward County residents. Smart Growth emphasizes essential factors necessary to making a community livable for its residents. Its policies address items related to walkability, bikablity, on-street parking, landscaping, sidewalks, retail placement and amenities, and providing a range of housing opportunities. Smart Growth promotes an environment in which community members have a "24-hour place to live, shop, and work" in a mixed-land use environment serviced by a variety of transportation options. It seeks to establish a strong sense of 'place' with distinct buildings, neighborhoods and communities. To grow these communities based on Smart Growth principles requires regional and community stakeholders to assume interactive and collaborative roles in leading development and neighborhood and community design. More information and resources on Smart Growth are available through the Smart Growth Partnership at http://www.smartgrowthpartnership.org/.

Smart Growth principles are very much aligned with Complete Streets goals. During surveys and workshops many community aspects that are components of Smart Growth design were the items to which respondents expressed a need for change. The surveys and workshops revealed a strong desire among individuals to lead active lifestyles, with the need for places to access within a feasible distance left greatly unmet among almost every community. Utilizing Smart Growth as a complement to Complete Streets provides the tools to bridge this gap of motivation to enjoy an active, healthful lifestyle and the creation of an environment built encourages one.

Strategy 3: Advocate for the Expansion of Multimodal Transportation

Based on the Broward residents' needs that are clearly delineated through this Community Engagement Report, organizational support at a County and municipal level is subsequently vital for prioritizing goals and protocols. The organizational components to

be considered include incorporation of supportive policies, assessment of funding allocation, community involvement in public projects and educating Broward decision makers and residents about Complete Streets. Transportation funding for projects related to Complete Streets can be advantageous to community design and livability.

Community members expressed a need for more bus stops and public transportation provisions, bicycle and pedestrian facilities, and connections such as sidewalks and paths. With the majority of individuals reiterating these as primary community needs, budgets for roadway costs should entice a balanced funding approach to address the needs of all commuters. Community members can request this funding to actualize complete streets and an environment that incites an active, interactive lifestyle. As urban development moves forward, alternate forms of transportation must be advocated for, explored and expanded as excessive automobile use has been reported to be expensive, isolating, and impractical at times.

The partners who have prepared this report are working towards guidelines and policies that will balance the modes of transportation and provide opportunities to shift from the automobile-dependent norm to a safe and active transit system that adequately serves its patrons.

Strategy 4: Address the Needs of Older Adults South Florida is home to a large elderly population with a growing percentage of individuals going into retirement age. The majority of individuals aspire to age in their current communities independently, but access to daily needs while faced with the limitations of ageing such as disabilities, sensitivity to sun light, etc may prohibit them from realizing this desire. Considering this is a growing demographic in Broward, it is imperative that their needs be assessed and met when developing Complete Streets policies and projects. The implementation of Complete Streets should promote aging in place and instigate the removal of many isolation factors and barriers faced by the retirement community. While incorporation of universal design standards in Complete Streets can assist with creating age-friendly communities and facilities that support aging in place, input from communities is essential in meeting the needs of this specific subgroup.

A community engagement process to consider is outlined in the Safe Routes to Age in Place model. This program engages elderly community members and stakeholders to identify their travel patterns, needs and concerns then communicates these findings to community leaders. The project then collaborates with leaders to develop protocols based on this information. By creating an informal forum setting, any individuals wishing to express a desire or concern are able to do so with this aggregate information being directly presented to the individuals responsible for community development with actions being informed directly by the community. Because this demographic represents such a large percentage of the total population, while developing Complete Streets plans it will be essential to incorporate similar forums and protocol development to ensure an inclusive development process with an end result of serving an entire population rather than only specific age demographics.

Strategy 5: Incorporate and Expand Programs and Policies Focused on Youth

As discussed in the focus groups section, many individuals voiced a need to feel safe and secure while using other modes of transportation. In recent years there has been an increasing focus in public health on expanding multi-modal transportation, including pedestrian safety, at local, national and international levels supported by both nonprofits specializing in transportation issues and larger organizations such as the World Health Organization. Designing safe pedestrian and transportation methods for youth is one of the unifying themes in this programming. Safe Routes to School (SRTS) programs are an excellent example which have been applied locally and are nationally successful. These are sustained by community members, organizations, and local governments to improve the health and well being of children by enabling and encouraging them to walk and bicycle safely to school. The establishment of Safe Routes using the 5-E approach – Education, Engineering, Enforcement, Encouragement and Evaluation is recommended for fostering and securing this safe commute for youth. Implementing a comprehensive SRTS or similar program to shift cultural norms would inspire increased funding allocated to infrastructure that supports active commuting. This can be an important strategy and component for implementing Complete Streets in a community and should be considered for Broward County. This will not only support a safer environment but instill a sense of need for Complete Streets from a young age.

Locally non-infrastructure models have been successful as exemplified in Miami-Dade County with the University of Miami Miller School of Medicine's Walksafe™ and BikeSafe™ Programs; more information is available at www.walksafe.us and www.ibikesafe.us. Both of these programs establish safe walking and biking routes to school and teach children from an early age the importance of an active lifestyle. Other similar practices suggested in the Safe Routes to School programs include walking school buses lead by parents and using existing parent groups (i.e. Parent Teacher Associations (PTA's)) to organize safe route plans. More information on Safe Routes to School is available at http://www.saferoutesinfo.org/.

Miami-Dade Metropolitan Planning Organization has funded SRTS planning studies that guide the prioritization of implementing SRTS infrastructure projects. Collaborative SRTS community efforts between infrastructure and non-infrastructure partners have achieved implementing Complete Streets principals along routes that connect students to their schools. By reaching the youth, behavioral change can occur at a much earlier age and become the new cultural norm in a secure healthy environment.

Strategy 6: Utilize Social Marketing to Shift Cultural Norm

While a desire for Complete Streets was almost unanimously expressed among those reached in this process, behavioral change is challenging to inspire. Although some individuals will adopt usage as a part of their lifestyle immediately after learning the benefits, others will need to be exposed multiple times, and further still some will need to be convinced that having access to Complete Streets will positively impact them. This represents the general pattern of a societal shift in cultural norm, therefore, measures must be taken for repeated exposure to Complete Streets to establish familiarity and underscore benefits. Social marketing can be an effective tool in reaching a community to encourage this behavioral modification. Campaigns aimed at shifting cultural norms towards positive alternate transit perceptions would promote Complete Streets, active transport, and physical activity. The Centers for Disease Control and Prevention (CDC) explains that using social media tools has become an effective way to expand reach, foster engagement and increase access to credible, science-based health messages. Social media and other emerging communication technologies can connect millions of voices to: (1) Increase the timely dissemination and potential impact of health and safety information,

(2) Leverage audience networks to facilitate information-sharing, (3) Expand reach to include broader, more diverse audiences, (4) Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences, (5) Facilitate interactive communication, connection and public engagement, and (6) Empower people to make safer and healthier decisions. More information and resources and strategies for social media marketing are outlined in the Center for Disease Control's *Health Communicator's Social Media Toolkit* available at: www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf. By highlighting the benefits of Complete Streets through mass media broadcasting awareness and support can be bolstered within the community and affect an actual positive shift in cultural behavior.

Strategy 7: Educate Policy-Makers, Engage Stakeholders and Establish Coalitions

There exist three main groups necessary to strategizing a comprehensive approach for the development of Complete Streets: (1) Policy/Decision-makers, (2) Community Stakeholders and Coalitions, and (3) Residents and Advocates. It is important to partner with community decision-makers including organizations, businesses, and individuals - through outlining community needs as well as educating this group about the impact Complete Streets can have on their community in activity, wellness and local economy they can understand the importance of their role in implementation. This collective group can act in a grassroots approach to develop, establish and promote Complete Streets if they are well-informed about the positive outcomes of a shift in community planning and, subsequently, lifestyle. Policy-makers can work to compliment this effort by creating structure for any forthcoming project; further, they have multiple outlets through which they can communicate and promote the use of Complete Streets.

To maintain momentum and implementation of Complete Streets in a community, coalitions, technical advisory committees and advocacy groups should be established in support of neighborhood Complete Streets. Coalitions can involve public health and safety advocates as well as other interest groups that may benefit from Complete Streets policies and development. Many community members expressed interest in becoming involved in an organized group of individuals or organization where they can provide feedback and help create

events to promote Complete Streets. This can serve as an excellent tool for a community in improving complete streets as the necessity arises to ensure they remain current. Coalitions can help create political and community-based support for Complete Streets projects to sustain long-term commitment and positive health outcomes. Further, community organizations can sponsor community events that promote Complete Streets and inclusive community design. By involving community-based organizations and stakeholders in the planning process these can both assist in providing a complete view of the needs of a specific neighborhood and then organize and outline appropriate protocol.

Finally, community residents play a foundational role in establishing the precedent for change. They are intimately familiar with the strengths and weaknesses of their communities. Photovoice is a strategy that can be used to promote participation of community residents into the research and implementation process of Complete Streets. Photovoice is a technique where individuals can "identify, represent and enhance their community" through photographs. Community members are given cameras and asked to record their perspective as well as potentially help to catalyze change. Photovoice is a flexible technique and encourages community members to record and reflect on their community's strengths and weaknesses, promote a dialogue about these and also provide a way to reach policy-makers regarding the issues (Wang, 1997). Photovoice may be an ideal format for Complete Streets because Complete Streets deals with the physical environment, something that can be photographed easily by community members and will show stakeholders the views and needs of those taking the photographs. Community members can be encouraged to show their pictures and describe why they chose the picture and how it affects them physically and socially. It also empowers the community to be involved in the effort and to voice their needs as a part of a needs assessment. These inputs are vital to understanding where and why Complete Streets are envisioned and important to the community.

Appendix A: TECHNICAL ADVISORY COMMITTEE MEMBERS

Urban Health Partnerships facilitated the recruitment, communication, and engagement of the Metropolitan Planning Organization's Technical Advisory Committee (TAC) for the Broward Complete Streets Initiative. The members referenced below committed to serving for the duration of the project's first phase February - September 2012. The TAC brought expertise and representation from urban and regional planners, public health professionals, educators, engineers, researchers, transit and transportation departments, city officials and government staff, bicycle and pedestrian coordinators, smart growth and sustainability partners, urban designers, and not-for profits, among other areas.

Technical Advisory Committee Members

Alena Alberani, Sustainable Community Partners
Scott Brunner, Broward County Traffic Engineering
Paul Carpenter, City of Coral Springs
Aylin Costa, Broward County Highway Construction and Engineering
Andi Crawford, Broward YMCA
Bill Cross, South Florida Regional Transportation Authority
Heslop Daley, City of Fort Lauderdale
Arlene Davis, City of Port Everglades
Eric Dumbaugh, Florida Atlantic University
Ellen Feiler, Broward County Department of Health
Maribel Feliciano, Broward County Air Quality
Jerry Ferguson, City of Deerfield Beach
Pattie Gertenbach, Broward Bicycle/Pedestrian Advisory Committee
Carolina Gutierrez, University of Miami- Miller School of Medicine
Lori Hall, City of Miramar
Ronald Kareiva, FDOT
Gloria Katz, Smart Growth Partnerships
Lynn Kunins, Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY)
Rick Labinsky, Hallandale Beach
Michael Madfis, Community Involvement Roundtable/Smart Growth Partnership
Amanda Martinez, City of Deerfield Beach
John-Mark Palacios, FDOT Office of Modal Development
Teina Phillips, Broward Regional Health Planning Council
John Ramos, Broward County Transit
Joy Riddell, AARP
Jonathan Roberson, Broward County Transit
John Rude, Broward Urban River Trails
Peter Schwarz, Broward County Planning Council
Richard Tornese, Broward County Highway Construction and Engineering
Kevin Walford, City of Fort Lauderdale
Ben Ziskal, City of Margate

Staff:
Priscila Clawges, Broward MPO
Anamarie Garces, Urban Health Partnerships
Patrice Gillespie Smith, Urban Health Partnerships

Appendix B: COMMUNITY RESOURCES

Broward Complete Streets Guidance Document and related Broward Complete Street Initiative information: www.BrowardCompleteStreets.org

Transforming Our Community Health Initiative: http://www.touchbroward.org/

Centers for Disease Control and Prevention Community Transformation Grant: http://www.cdc.gov/communitytransformation/index.htm

Model Design Manual for Living Streets: http://www.modelstreetdesignmanual.com/

Appendix C: ENDNOTES & PHOTO CREDITS

1. Pages 17-19 – Workshop and Focus Groups Pictures, Patrice Gillespie-Smith
2. Page 28 - Appendix A Technical Advisory Committee Group Picture, Patrice Gillespie-Smith