City of Jacksonville Pedestrian & Bicycle Master Plan
Steering Committee Meeting #2 Notes
March 31, 2015
11 a.m.-12:30 p.m.

Attendees
Council Member Scott Wilson
Nicole Spradley, Asst. to Lori Boyer
Brian Burket, COJ Parks
Daryl Joseph, COJ Parks
Guy Parola, COJ
Garf Cooper, RAP
Christina Parrish, SPAR Council
Dimitri Demopoulus, Urban Core CPAC
Officer Paul Napoli, JSO
Elizabeth DeJesus, North Florida TPO
Derek Dixon, FDOT Bike/Ped
Chris Burns, BPAC
Barry Cotter, Citizen
Roger Halstead, Citizen

Project Manager:
Laurie Santana, COJ
Bill Killingsworth COJ

Consultant Team:
Andy Clarke, TDG
Heather Deutsch, TDG
Zach Balassone, TranSystems
Matt McIntosh, TranSystems
George Harlow, Baker Klein
David M. Hoppes, DH+P
Chris Hite, DH+P
Kody Smith, DH+P
Cantrece Jones, ADG
Victoria Pennington, MVP Marketing & Public Affairs

Agenda (See attached presentation)

1. Welcome & Introductions

2. Project Updates

Vision, goals and objectives - project is as much a strategic plan as a master plan

Existing conditions:

- Crashes

- Activity and demand; Elizabeth DeJesus asked about observation process and George Harlow described count process

- Infrastructure - Andy added that we are also doing a bike parking inventory

- Culture – pedestrians don’t understand traffic equipment or traffic flow

- Agencies – many are doing good projects, but they are not doing them together

- Stakeholders - held two open house meetings; area north of I-10 is not reflected in ongoing plans, nor did citizens from that area attend the open house that was held in the area
3. Ongoing Tasks

- Inventory and needs assessment for Pedestrian Safety Action Plan and Bicycle Level of Service
- Six focus areas: Arlington, San Jose Corridor, Lem Turner Corridor, 103rd & Blanding, Urban Core and S-Line.
- Question about S-line focus area boundary – Myrtle Ave, 13th St., Boulevard and Beaver St. Christina Parrish suggested we revisit the boundary for S-line to include north portion as it is used the most
- Bicycle LOS analysis will encompass 150 miles of roadway
- Pedestrian Safety Action Plan – identify 10 hotspot areas and create something local groups can use for their own pedestrian audits
- Christina Parrish suggested we need to meet with COJ traffic engineering to discuss speed limits (TDG planning to do this)

4. Project Prioritization

Using ActiveTrans Priority Tool – Priority Factors:

- Stakeholder input
- Constraints
- Opportunities
- Safety
- Existing Conditions
- Connectivity
- Equity
- Compliance

The members were asked to mark their levels of priority for each factor on the white board:
After discussion about the factor definitions, the group indicated that Safety is the highest priority followed by Existing Conditions and Demand. A more detailed description of these factors from the TDG ActiveTrans Tool Guidebook is provided below:

**Safety**
The Safety factor accounts for the risk of a pedestrian or bicyclist being involved in a traffic or crash. Safety is important because pedestrians and bicyclists are particularly vulnerable to being injured or killed when struck by a motor vehicle. In addition, concerns about safety can be a significant barrier to people choosing to walk and bicycle. In the APT methodology, the Safety factor is evaluated primarily in terms of reported pedestrian and bicycle crashes and crash rates. Pedestrian and bicycle crash types and location patterns are different and should be evaluated separately. Roadway characteristics play a significant role in determining where pedestrian and bicyclist crashes occur in a community. Therefore, as agencies consider priorities for pedestrian and bicycle improvements at different locations, it is important to assess pedestrian and bicycle crash risk.

**Existing Conditions**
The Existing Conditions factor includes physical conditions that have an impact on pedestrian or bicycle safety, comfort, or demand, such as whether or not a sidewalk exists, the number of travel lanes, or the presence of a buffer. The Existing Conditions factor also includes travel behaviors that influence conditions for walking and bicycling, such as motor vehicle volumes and speeds. Consequently, the Existing Conditions factor is likely to be highly relevant for the majority of prioritization purposes, especially those who emphasize Safety and Demand.

**Demand**
The Demand factor represents existing or potential pedestrian and bicycle activity levels. Demand is a key factor to consider if an agency’s aim is to add new pedestrian or bicycle facilities where they will be most used. Likewise, if the aim of the prioritization process is to identify improvements that will have the greatest impact on reducing crash rates or pedestrian exposure, then the number of pedestrians who might benefit from each safety improvement is relevant.

Existing pedestrian and bicycle demand can be measured by counting the number of people on foot and bike at a given time and location. Potential or latent pedestrian and bicycle demand can be measured by considering the proximity of pedestrian or bicycle improvement locations to bicycle and pedestrian attractors or generators, such as schools, universities, parks, transit facilities, and mixed-use and high-density land uses.

An increasing body of evidence supports the concept of latent demand. For example, the Non-Motorized Transportation Pilot Program (FHWA) demonstrated that walking and bicycling investments often led to an increase in the total number and rate of people walking and bicycling in the community. Consequently, analyzing latent demand enables communities to focus resources and investments on areas with the greatest potential for multimodal trips, even if current levels of walking and bicycling trips are low.

For additional information on ActiveTrans Priority Tool, please see: [http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_803.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_803.pdf)

5. **Next Steps**

- Andy discussed the items targeted for completion over the next 30-90 days. The team hopes to have the Draft Pedestrian Safety Action Plan prepared by the end of May.
- Andy recommended that committee members look at the Google Street View timeline images of 103rd Street near the Wal-Mart to see how the infrastructure has changed over time and how it affects pedestrians’ ability to travel and cross safely in the area.

- Garf Reynolds suggested the team continue to experience the bike/ped challenges on their next visit. Andy previously went on a bike ride with Chris Burns and the team has visited numerous crash hotspots on previous visits.

- Chris Burns commented on the Demand factor, saying it may be low per counts, but only because people are afraid.

The next round of public meetings is being scheduled for late August. The team will send out notifications once the dates and locations are finalized.
1. Welcome & Introductions
2. Project Updates
   i. Vision, Goals and Objectives
   ii. Existing Conditions
3. Ongoing Tasks
   i. Inventory & needs assessment for Ped Safety Action Plan and Bicycle Level of Service
4. Discussion Items
   i. Approach to tackling pedestrian needs
   ii. Weighting of Prioritization Factors
5. Virtual Site Visit to Walmart
The City of Jacksonville Pedestrian and Bicycle Master Plan provides a roadmap for the transformation of Jacksonville into a city that is recognized as one of the most walkable and bike-friendly in the Southeast.
Opportunities and Problems
Goals and Objectives

As much Strategic Plan as Master Plan
Existing Conditions

- Crashes
- Use
- Infrastructure
- Culture
- Agencies
- Stakeholders
Crashes
Activity and Demand

Pedestrian and Bicycle Usage Over Four Hours
(2-hour counts on 2 sequential days, i.e. 4PM – 6PM Tues. and Wed.)
Culture
Agencies
Stakeholders
Needs Assessment
Pedestrian Safety Action Plan

Bicycle and Pedestrian Crashes 2011 - 2015
Land Tamer Focus Area
Pedestrian/Bicycle Master Plan
Does this approach sound right to you so far?
The ActiveTrans Prioritization Tool (APT)

- Developed by TDG for the National Cooperative Highway Research Program
- Assists with project selection by scoring projects on weighted factors determined by the community
Priority Factors

• Stakeholder input
• Constraints
• Opportunities
• Safety
• Existing Conditions
• Connectivity
• Equity
• Compliance
How would you weight those priority factors?
Next Steps

30 Days
• Complete Existing Conditions report
• Completing Needs Assessment field work

60 Days
• Complete Needs Assessment report
• Draft Pedestrian Safety Action Plan
• Field work for BLOS
Next Steps

90 Days

- Complete Ped Safety Action Plan
- Complete Bike Network recommendations
- Test prioritization process
- Schedule Steering Committee and Public Meetings
Thank You

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