



BICYCLE & PEDESTRIAN ADVISORY COMMITTEE (BPAC)

- Public Meeting - 03/02/2023
- Ed Ball Building, Third Floor Conference Room #3112
- Online via MS Teams platform – link: coj.net/pedbike (BPAC Section)

BPAC: ABOUT US

BPAC advocates for bicyclist and pedestrians in Jacksonville.

We do not consider ourselves a special interest group. We fight for the rights and safety of ALL citizens living in and visiting the City of Jacksonville who touch foot upon these streets. That includes but is certainly not limited to people who ride bikes of all types, people who find themselves walking within urban core town centers, corporate centers, and neighborhoods, and especially our children who play in our neighborhoods and walk and bike to school. So, as it is, this issue pertains to absolutely everyone.



Bicycle and Pedestrian Advisory Committee (BPAC)

03/02/2023 Agenda

5:30 - 5:45 PM

Introductions and Adoption of Minutes

5:45 - 6:15 PM

Presentation:

Blue Zones Jacksonville

Marlo Zarka

Public Policy Lead, Blue Zones Jacksonville

6:15 - 6:45 PM

Presentation:

Bicycle Friendly Driver Program

Jeff Hohlstein

Retired - Navy and Lockheed, cycling advocate, NFBC, instructor *Smart Cycling: Traffic Skills 101*

6:45 - 7:00 PM

Wrap-up / Announcements / Next Meeting Info

7:00 PM

ADJOURN



BLUE ZONES™
live better, longer™

Blue Zones Project in Jacksonville

March 2, 2023

Our Calling

With all **individuals, organizations**
and **communities**

To empower everyone, everywhere to live better, longer

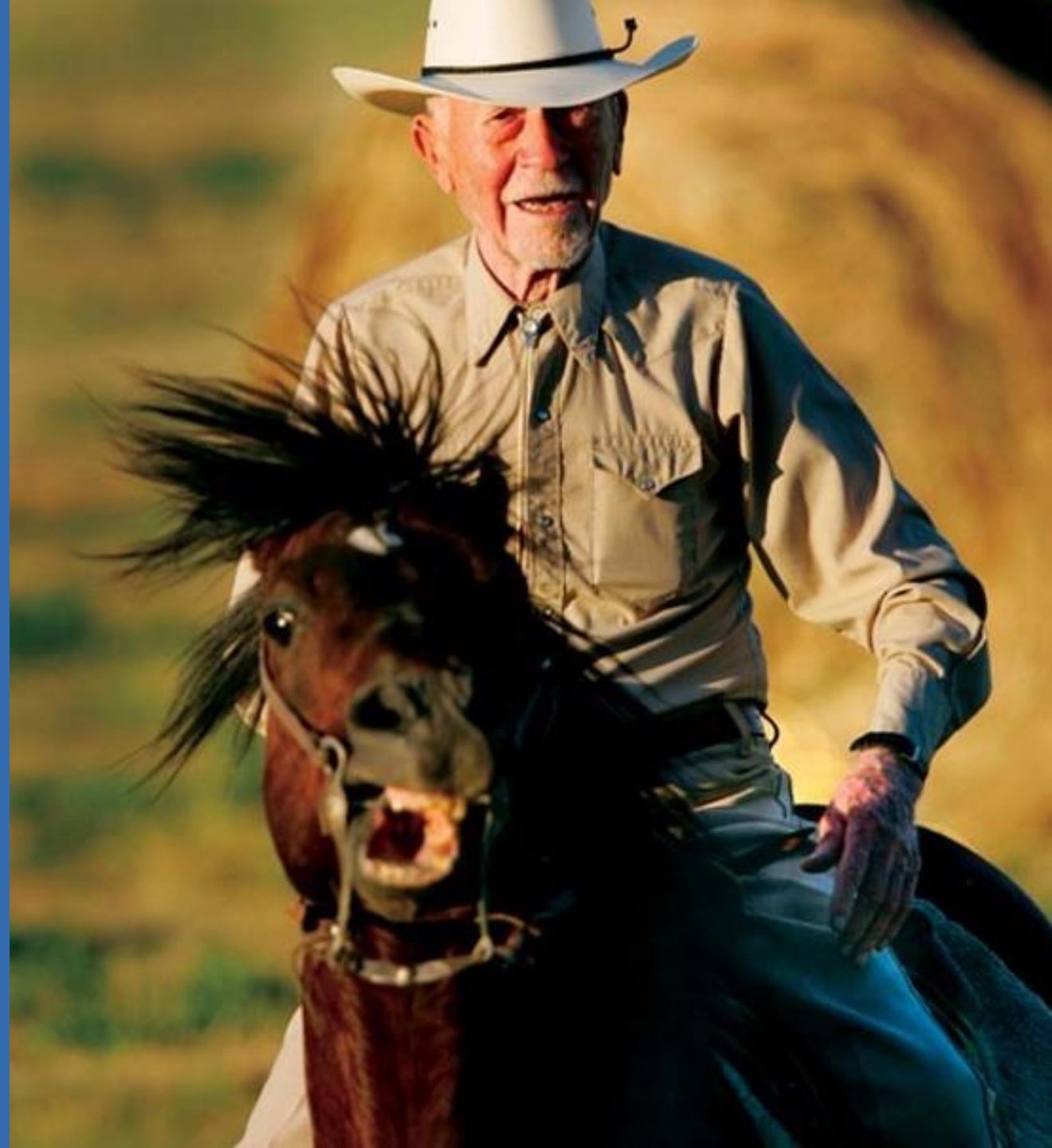
Co-create the **opportunities,**
tools, process and **environment**

Have a **healthy, purposeful**
long-lasting life

Original blue zones = the ultimate examples of communities built for optimal well-being.



Blue Zones is recognized as the leader in using anthropological research and data-driven results to help people get the most of their lives and years.



Blue Zones Longevity Hot Spots





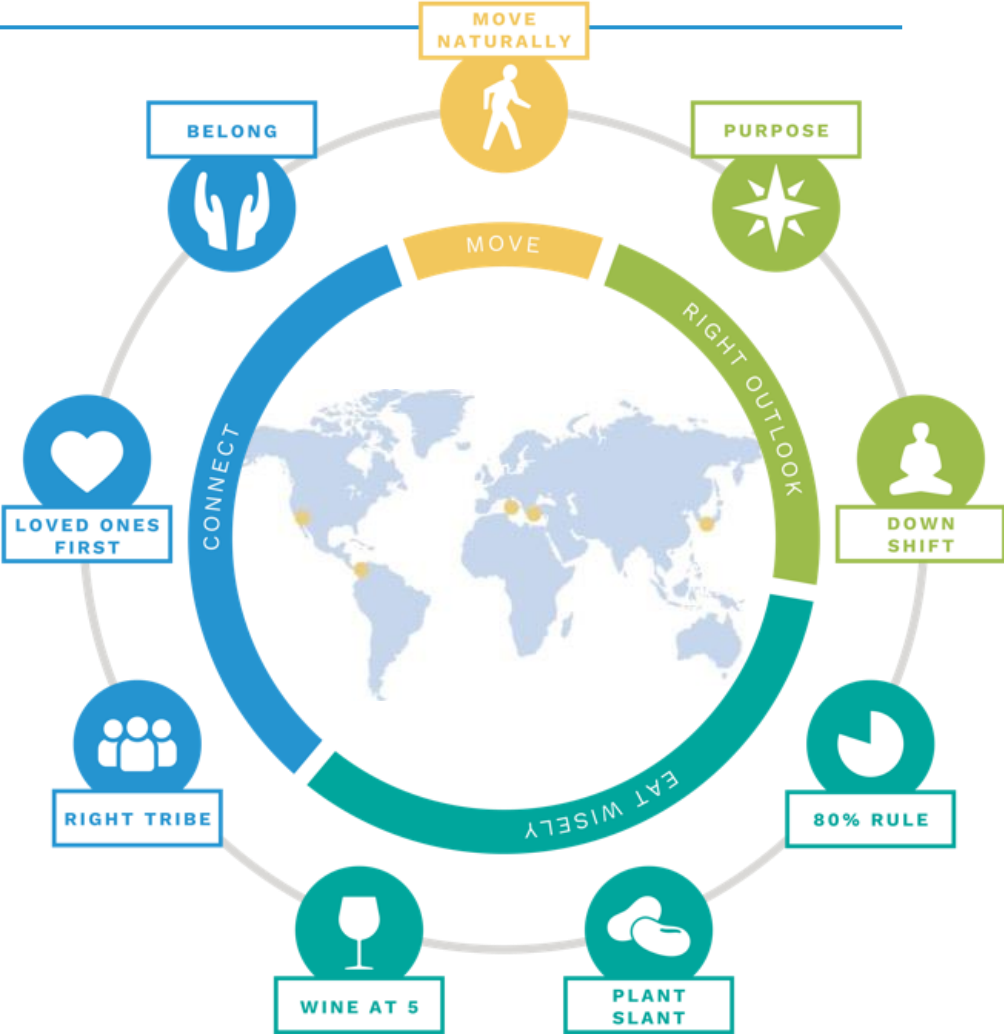


Blue Zones – Solution Model

POWER 9®

Lifestyles of all Blue Zones residents shared **nine commonalities**.

We call these characteristics the **Power 9**.







Blue Zones Community Transformations

Life Radius[®]

INDIVIDUAL

-  Pledge
-  Moai
-  Purpose

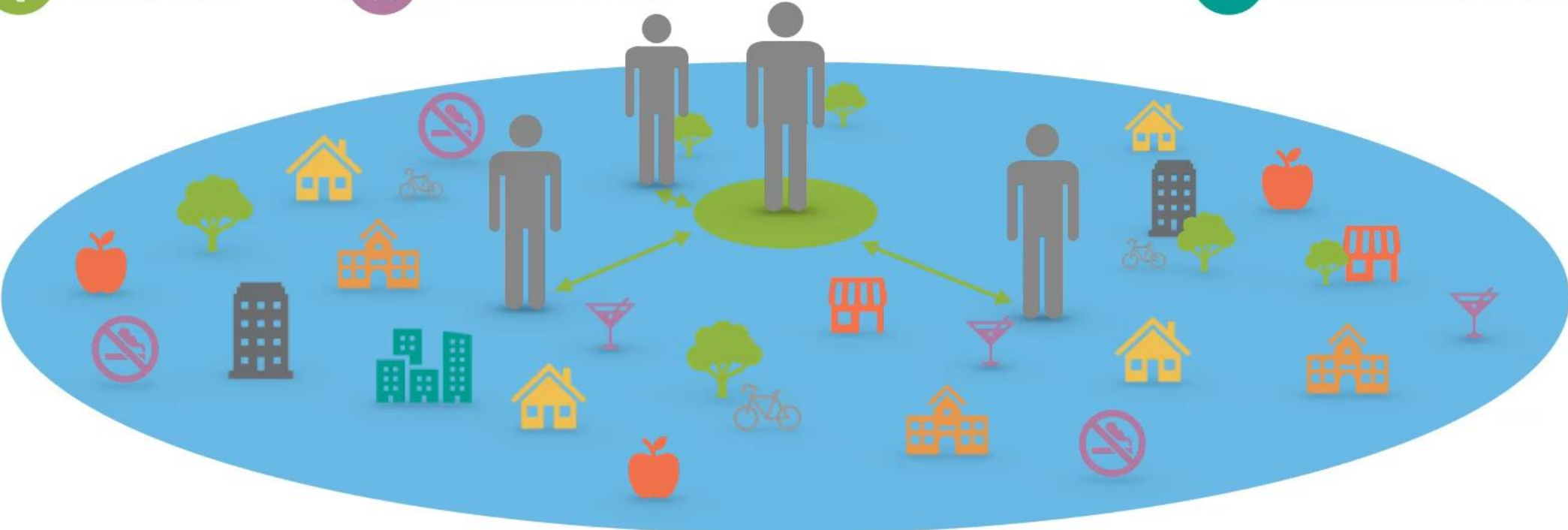
PLACES

-  Grocery Stores
-  Worksites
-  Restaurants

-  Schools
-  Faith-Based Communities

POLICY

-  Food
-  Tobacco & Alcohol
-  Built Environment



20 Mile Radius





Blue Zones Project Jacksonville

Strong Community Engagement

Jacksonville demonstrated strong interest and support for Blue Zones by attending several key events, engaging in the assessment process, and being available for focus groups and interviews.



Kickoff Event

200+ individuals attended or viewed the virtual presentation that featured.

Dan Buettner as Keynote and provided an overview of Blue Zones history and research.



Community Events

39 Blue Zones Experts engaged in **11** small and large group events offered to the Jacksonville community between February and April.



Organizations

140+ organizations engaged in the assessment process.



Leaders & Citizens

275+ individuals interviewed in the assessment process.

Blue Zones Project Jacksonville

Full Life Radius

East Jax, Westside and Northside

- 32206
- 32208
- 32209
- 32210
- 32244



+

County-Wide Activities

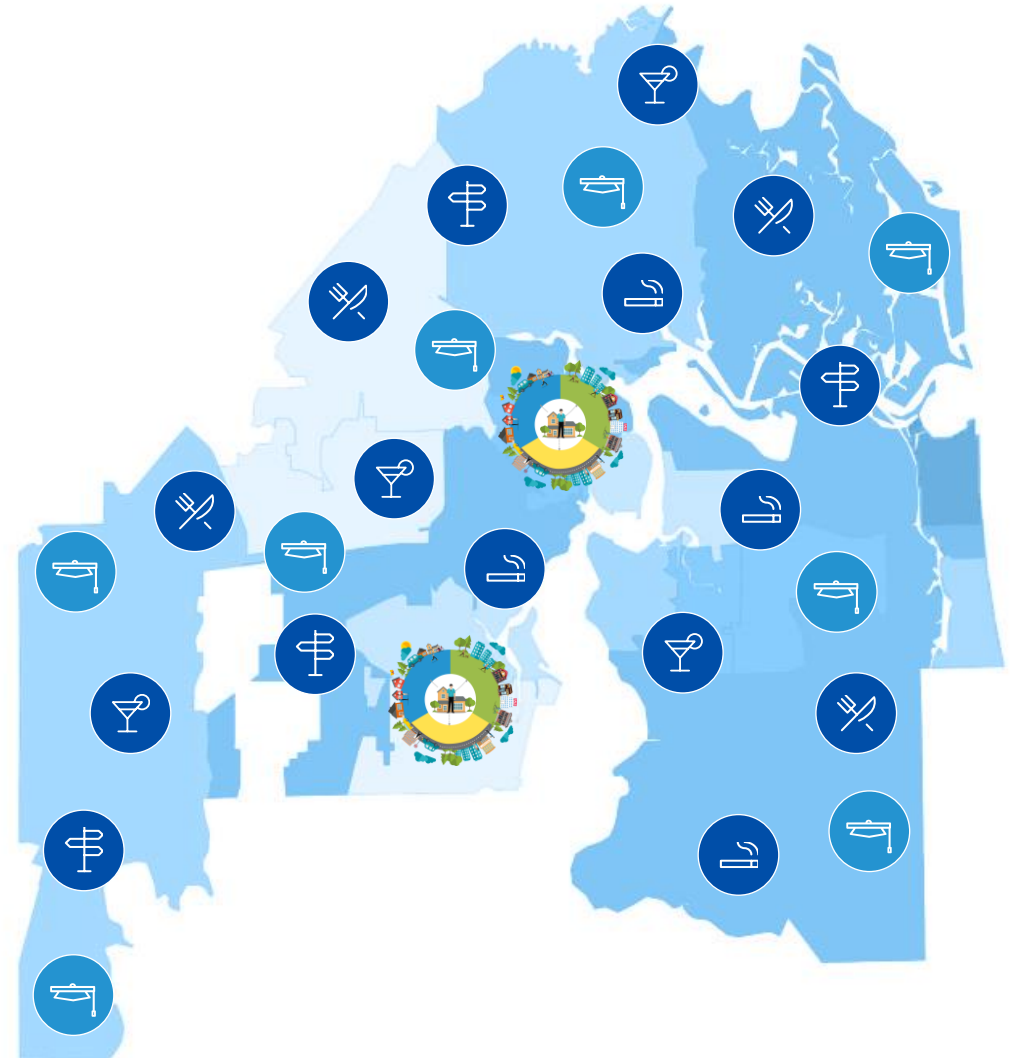
POLICY & SCHOOLS



=



LOCAL FTEs = 14





What's Next for Jacksonville

Foundation Period by Month

**MONTHS
1-3**

- Staff recruitment and training continues
- Meet the Team Campaign
- Policy Discovery, Planning and Onsite Assessments
- Sector Gap Analysis and Denominator Identification
- Project Team Advanced Training
- Team Purpose and Well-Being Certification
- Sector Committee Training
- Sector Discovery and Focus Groups
- Market Entry Campaign
- Community Kick-Off Planning Begins
- Staff Gap Contingency Plan (if needed)
- Volunteer Recruitment and Training

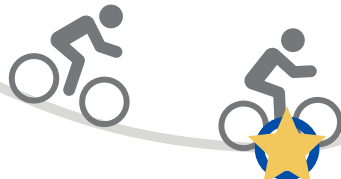
**MONTHS
7-9**

- Blueprint Draft and Workshop
- Team Role Certification
- Community Kick-Off Planning and Promotion
- Policy Summits
- Blueprint Approvals and Signing

**MONTHS
4-6**

- Project Launch Event
- Project Website Built and Launched
- Marketing and Communications Planning
- Steering Committee Members Identified and First Meeting Held
- Recruit and Hire Staff
- Steering Committee Orientation
- Comprehensive Staff Training Begins
- Identify and Recruit Sector Committees

**KICK-OFF
EVENT**



Blue Zones Certification Criteria

Awareness & Engagement of leadership, citizens and organizations

Improvement in Key Components and/or Overall Well-Being

BLUEPRINT

Evidence of change deployed to people, places and policy

Improvement in key community self-reported metrics

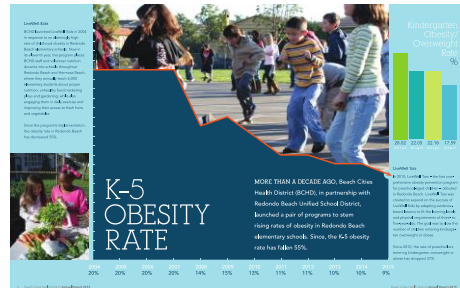
Blue Zones Community Certification is in effect for 5-year period



Small Community Albert Lea, Minnesota 13 Years

- **49% decrease in medical claims cost** for city workers.
- **2.9 years added** to life spans within one year of participating in the Blue Zones Project.
- **48% increase in tourism** since 2012.
- **Jump to 34th place** in Minnesota County Health Rankings (previously 68 out of 87 counties)

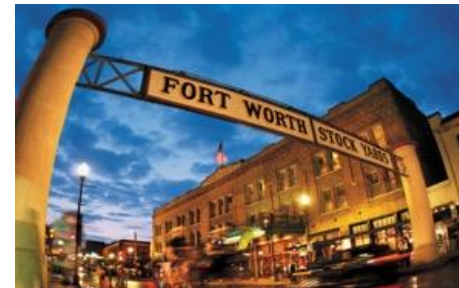
\$40M
Follow-On Grants



Mid-Size Community Beach Cities, California 10 Years

- **55% drop in childhood obesity rates** at Redondo Beach K-5 schools.
- **15% drop in overweight/obese adults.**
- **10% increase** in exercise.
- **17% drop** in smoking.
- **12% rise** in Life Evaluation.
- **\$72M in medical cost and lost productivity savings.**

+12%
Life Evaluation



Large Community Fort Worth, Texas 8 Years

- **31% decrease in smoking**, reducing smoking rate to 13.5%
- **Nine-point increase** in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, **a gain of 3.7 points or 6%** since 2014.

\$20B
Lifetime Reduced Smoking Value



Large Employer NCH Healthcare System 6 Years

- **A 4.9 point jump** in overall well-being among employees.
- **54% decrease in healthcare expenditures** over six years.
- **\$27 million reduction in self-insured medical claims.**
- **Nearly 60%** of all employees pledged participation.
- **40% decline** in lost workdays due to injury.

+7%
Well-Being Improvement

> 5% Sustained Improvement in Well-Being

Community and Blue Zones Value Alignment

**V
A
L
U
E**

Drives Purpose
Deepens Citizen Engagement
Enhances State Brand Equity
Improves Health, Well-Being and Resiliency
Lowers Health Related Costs
Improves Individual and Organizational Performance
Vitalizes the Regional Economy
Strengthens Relevance

**V
A
L
U
E**





BLUE ZONES PROJECT®

JACKSONVILLE





Q&A

JOIN US HELP IMPROVE WELL-BEING IN

Jacksonville



Scan here



Thank You



Bicycle Friendly Driver Program


The flip side of Traffic Cycling Courses






Origin Fort
Collins CO

Creating a

Bicycle Friendly Driver Program in Your Community



2018 Toolkit



Fort Collins • Colorado



Two sides to a coin



Heads – Cyclist centric: Cyclists' interaction with Motor Vehicles

- League of American Bicyclists Smart Cycling Classes
- Cycling Savvy Classes

Tails – Motorist centric interaction: Motorists' interaction with cyclists

- Bicycle Friendly Driver Program.
- Peddling for Safety P4S Education



Origin: Bicycle Friendly Driver Program



Ft. Collins, CO, 2015 – teamed with Bike Ft. Collins a non-profit

- Approximately 50% of motor vehicle/bike crashes were motorists' fault
- Data driven
- Likely got assistance from *League of American Bicyclists* in setting it up



Target audiences

- Businesses with working drivers – Bus and truck drivers
- Businesses with employees who drive their vehicles on company business
- Selling objective: Reduce company/city liability
- Trained 1700 drivers, 1st year

Coordinator Requirements



Ft. Collins

Coordinator – League Cycling or Cycling Savvy Instructor

- Securing funding – start and sustain
- Recruiting/training instructors
- Marketing
- Ordering supplies
- Preparing class materials for instructors
- Updating materials as needed
- Communicating with instructors about updates
- Teaching classes
- Capturing data and evaluating program effectiveness

Jacksonville

Coordinator – Same duties – Training would almost certainly be Cycling Savvy based

- Cycling Savvy Gainesville or Orlando
- We have an adaptable model – Cycling subject matter experts for FDOT Community Traffic Safety Teams
- Need motor vehicle/bicycle crash data – to create targeted course
- Need to recruit, train and pay instructors





Budget

Ft Collins suggested Bottom Line: \$19,902 – \$85,777

- Paid Coordinator and Instructors
- Classroom Materials

Not listed:

- Liability insurance



SAMPLE BUDGET

Item	Description	Annual Cost
Coordinator Salary	5 hours/week Salary range between \$30/hr.-\$200/hr.	\$7,800-52,000
Instructor Fees	30 Presentations @ 2.5 hours per presentation. \$15-200/hour	\$1,125-15,000
5" Stickers	2000 Stickers @ \$.58 each	\$1160
Certificates	2000 @ \$.20 each	\$400
Exams	2000 exams at \$.33 each	\$660
Demographic/Evaluation Packets	2000 packets @ \$.33 each	\$660
Printed Sign-in Sheets	30 sign-in sheets, 4 pages each @ \$.10 per page	\$12
Total Operating Budget		\$11,817-\$69,892
Optional Items:		
Bicycle Friendly Driver Pledge Cards	2000 Business Card Sized Pledge Cards	\$115
Promotional Rack Cards	5000 Full Color Rack Cards	\$365
Data Entry	Data entry of exam results and evaluation information. Coordinator can do this or it can be outsourced.	\$1000
13" "fleet sized" Stickers	500 Stickers @ \$3.75 each	\$1875
5" Window Clings	1000 Static Cling Decals @ \$.53 each	\$530
Recognition/Advertisement in Newspapers and/or magazines	Estimated 6 advertisements per year at \$700 - \$2000 per advertisement	\$4,200 - \$12,000
Total of Optional Items		\$8,085 - \$15,885
Total Budget with Optional Items		\$19,902 - \$85,777



Data to gather

- Bike vs. vehicle crashes & percent of total severe crashes
- Bike vs. vehicle severe crashes & percent of total severe crashes
- Most common crash type & level of occurrence
- Problem spots and Intersections

Approximately 30 percent of crashes in Fort Collins involve bicyclists riding against the flow of traffic. In the Bicycle Friendly Driver course we educate motorists (and bicyclists) about how to avoid being involved in the right-angle crash, the crash that is often the result of wrong-way riding.



Topics covered

- Teach drivers bicyclists rights and responsibilities
- What cyclists are allowed to do and why
- Directions and areas to look for cyclists
- Common crashes, e.g.
 - Right Hook
 - Door Zones
- Passing cyclists

DRIVING WITH BICYCLISTS

► Topics

- Sharing the Road
- Infrastructure
- Common Crashes
- Taking the Lane
- Legal or Not?
- What We Teach Cyclists
- Exam
- Wrap Up



Our test would need to match FS Questions from Ft Collins Test



1. Share the Road means:

- All users have the right to use the road and the responsibility to follow the rules.
- Bicycles are considered vehicles by law and bicyclists are required to follow all the rules.
- Bicyclists fare best when they act and are treated as drivers of vehicles.
- All of the above.

2. It is legal for bicyclists to ride against traffic in the bike lane.

- Only when it is perceived as the safest option by the bicyclist.
- Bicyclists can ride anywhere on the road as long as they do not impede traffic.
- It is not legal for a bicyclist to ride against the flow of traffic on the road unless infrastructure indicates otherwise.

3. Bicyclists can ride two abreast when:

- The bicyclists are not impeding traffic and/or when they are riding on paths or parts of the roadway that are intended for the exclusive use of bicycles.
- Bicyclists are not allowed to ride two abreast. It is illegal and they must ride single file so as not to impede traffic.
- The bicyclists are on a group ride with friends and want to chat with each other.

Works with Florida Law

Correct but incomplete

- FS: Roadway vs. Not part of roadway

Would need rewrite

- FS: Roadway vs. Not part of roadway



Does COJ want this in your Vision Zero? Partnering with P4S?

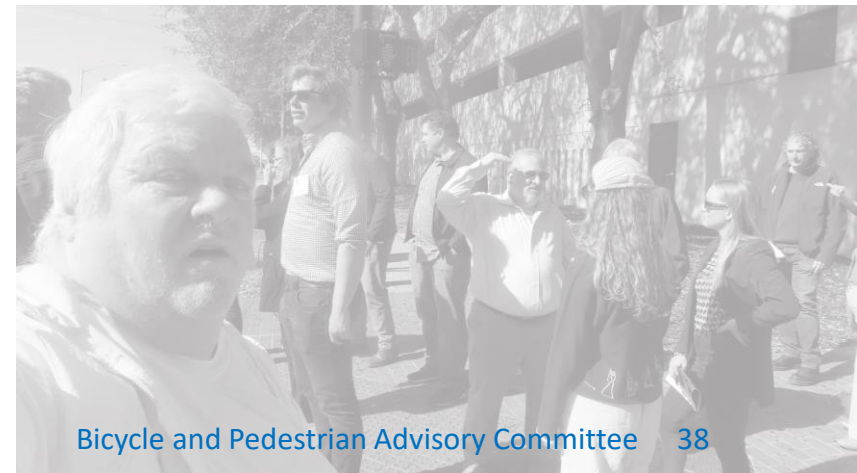


If so, who does:

- Coordination
- Budgeting
- Funding
- Teaching
- Procurement
- Administration



ANNOUNCEMENTS & NEXT MEETING INFO



Florida Bike Month

S-LINE RIDE | Come bike the S-Line with us and learn about connectivity, safety and design!

Saturday, March 11, 2023 , 10:00 am - 1:00 pm

633 Myrtle Ave N., Jacksonville, FL 32204

This nine-mile roundtrip bike ride begins and ends at Myrtle Avenue Brewing along the S-Line Trail between the Myrtle Avenue and Northwood Trailheads.



American Planning Association
Florida Chapter
First Coast
Creating Great Communities for All



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bike duval



UPCOMING EVENT



Questions? Call: 904-891-0909

For more Information contact: tyler.blair@exp.com
or jesus.fuentes@exp.com

Register at: <https://www.eventbrite.com/e/557306949087>



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