

"MOVING TOWARD A CLEAN, GREEN CITY" WALKING AND BIKING IN JACKSONVILLE

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WALKING AND BIKING IN JACKSONVILLE

"Moving Toward a Clean, Green City"

- Why it's Important
- 5 - E's
(Barriers & Opportunities)



WALKING AND BIKING IN JACKSONVILLE

WHY IT IS IMPORTANT BASIC BENEFITS

- **Economical:** Affordable by most everyone
- **Good for Business:** Proven to increase retail sales and profits from tourism industry
- **No Pollution:** Clean and Quiet
- **Energy-efficient:** Burns calories
- **Healthy:** Reported physical, social, and mental health benefits
- **Fun:** Getting out into fresh air with family and friends



WALKING AND BIKING IN JACKSONVILLE

WHY IT IS IMPORTANT PUBLIC HEALTH & SAFETY

- Increase levels of activity to tackle obesity and other chronic diseases.
- Reduce crashes resulting in injury and death.
- Improve air quality and associated health risks.
- Improve access to vital services and destinations.



In the U.S.:

- 68.5% of adults are overweight or obese; 34.9% are obese.
- 31.8% of children and adolescents are overweight or obese; 16.9% are obese.

Source: Food Research and Action Center, (National Center for Health Statistics, 2009)

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PUBLIC HEALTH & SAFETY

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CITY OF JACKSONVILLE FATAL CRASHES 2010 - 2013				
Crash Type	2010	2011	2012	2013
Vehicle/Vehicle	26	27	35	38
Vehicle/Pedestrian	27	23	31	35
Vehicle/Bike	7	5	9	7

Pedestrian Fatality Rates (Pedestrian Fatalities per 10k walking commuters)

47	Dallas	26.3
48	Memphis	29.1
49	Phoenix	29.6
50	Fort Worth	29.6
51	Detroit	40.1
52	Jacksonville	41.6

Bicyclists Fatality Rates (Bicyclists Fatalities per 10k walking commuters)

47	Fresno	20.9
48	Oklahoma City	21.1
49	Jacksonville	33.1
50	Memphis	36.0
51	Detroit	39.8
52	Fort Worth	41.9

Source: 2009-2012 Crash Data, Bicycling and Walking in the US - 2014 Benchmarking Report

WALKING AND BIKING IN JACKSONVILLE

Jacksonville - 3rd most dangerous large metro area

Large metro areas, ranked by Pedestrian Danger Index

Rank	Metropolitan area	Total pedestrian deaths (2003–2012)	Annual pedestrian deaths per 100,000 (2008–2012)	Percent of people commuting by foot (2008–2012)	Pedestrian Danger Index (2008–2012)
1	Orlando-Kissimmee, FL	583	2.75	1.1	244.28
2	Tampa-St. Petersburg-Clearwater, FL	874	2.97	1.6	190.13
3	Jacksonville, FL	359	2.48	1.4	182.71
4	Miami-Fort Lauderdale-Pompano Beach, FL	1,539	2.58	1.8	145.33
5	Memphis, TN-MS-AR	239	1.72	1.3	131.26
6	Birmingham-Hoover, AL*	148	1.33	1.1	125.60
7	Houston-Sugar Land-Baytown, TX	1,034	1.70	1.4	119.64
8	Atlanta-Sandy Springs-Marietta, GA	839	1.59	1.3	119.35
9	Phoenix-Mesa-Scottsdale, AZ	840	1.86	1.6	118.64
10	Charlotte-Gastonia-Concord, NC-SC	254	1.65	1.5	111.74



Source: *Dangerous by Design 2014*, Smart Growth America

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- More bicycle use means a smaller carbon footprint.
- When bicycling is substituted for short auto trips, 3.6 pounds of pollutants per mile are not emitted into the atmosphere.

Adults who currently have asthma, Overall		
Year	Duval	Florida
2002	6.00%	6.30%
2007	7.10%	6.20%
2010	11.20%	8.30%

WALKING AND BIKING IN JACKSONVILLE

WHY IT IS IMPORTANT TRANSPORTATION

- **Improve access to vital services and destinations for all ages and abilities.**
- Increase number of options available (especially for short trips).
- Improve beyond minimum standards.
- Implement through new, resurfacing, and maintenance projects



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WALKING AND BIKING IN JACKSONVILLE

■ 5 – E's

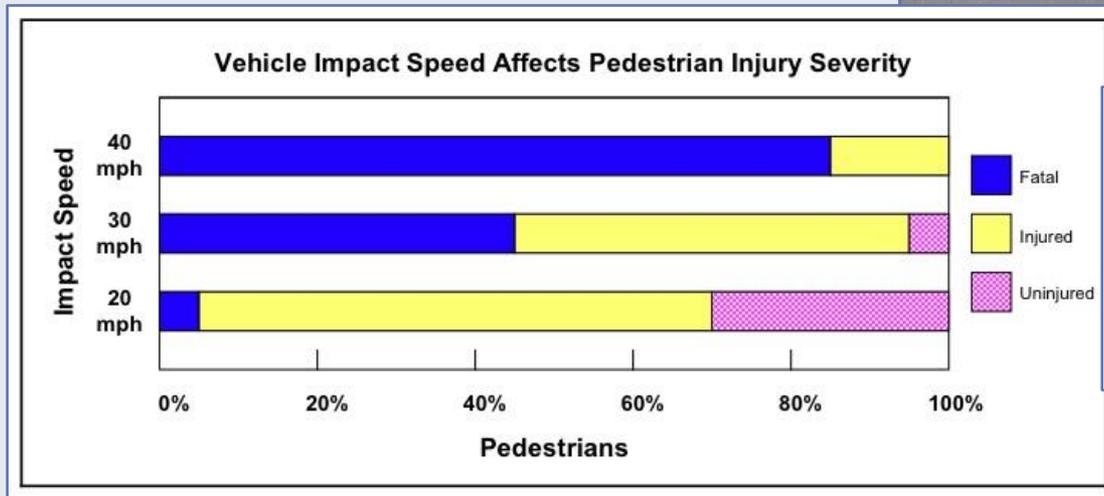
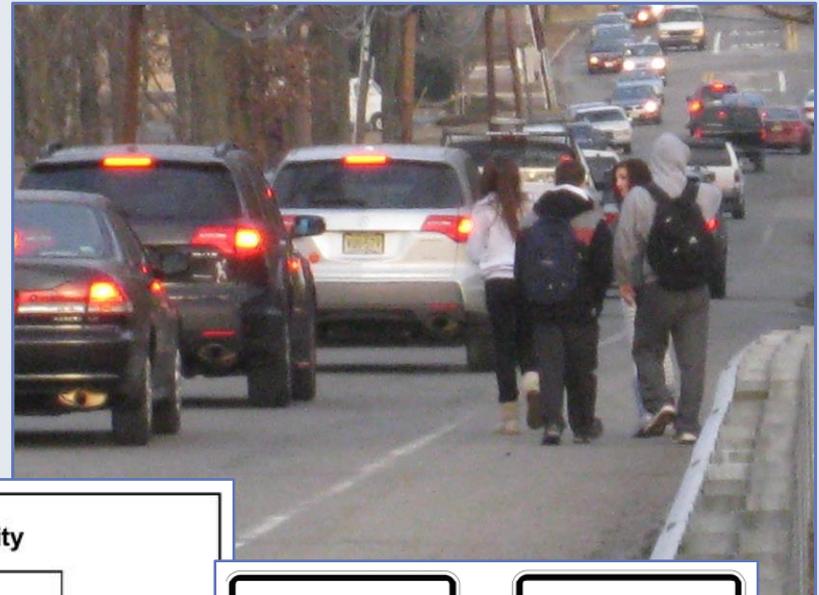
1. Engineering
2. Education
3. Encouragement
4. Enforcement
5. Evaluation



WALKING AND BIKING IN JACKSONVILLE

■ ENGINEERING

- Design – “Engineered Out” Walking
- Speed of Traffic



WALKING AND BIKING IN JACKSONVILLE

- **EDUCATION**
 - **Cultural Change**



WALKING AND BIKING IN JACKSONVILLE

- **EDUCATION**
 - **Public Acceptance**
 - Attitudes – legitimize as valid modes
 - Social - status of vehicle ownership
 - Reinforce Broad Spectrum of Benefits
 - Health, Safety, Economic



WALKING AND BIKING IN JACKSONVILLE

- **ENCOURAGEMENT (Pedestrians)**
 - Safety is Paramount
 - Engaging & Attractive Environment
 - Short Distances
 - Open Streets Program



WALKING AND BIKING IN JACKSONVILLE

- **ENCOURAGEMENT (Bicyclists)**
 - Safety is Paramount
 - Separation
 - Convenient, Connected, and Supportive Facilities
 - Bike Parking
 - Bike Share



WALKING AND BIKING IN JACKSONVILLE

- **ENFORCEMENT**
 - **Public Health & Safety**
 - All Users Contribute
 - Speeding
 - Rolling Right on Red
 - Jaywalking
 - Riding Wrong Way
 - **Rules of the Road**
 - Understanding
 - Applying (Political Will)



WALKING AND BIKING IN JACKSONVILLE

- **EVALUATION**
 - Empirical Data to track Progress
 - Crash Data
 - Stopping for Pedestrians
 - Mode Share/Usage
 - Attitudes/Perceptions



WALKING AND BIKING IN JACKSONVILLE

■ CURRENT INITIATIVES

1. Context Sensitive Streets Standards Committee
2. NF TPO Area Ped/Bike Plan (Health Zones Incorporated)
3. Ped/Bike Funding Earmarks (Mobility Fee & Gas Tax)
4. FDOT Prioritizing Modes
5. Crash Data Evaluation
6. Bike Share Feasibility Study

