

Jacksonville BPAC Meeting Notes
Hybrid Meeting
March 2, 2023 @ 5:30 PM
Ed Ball Building – 3rd Floor Conference Room
214 N Hogan Street – Jacksonville FL

Copies of presentation materials from the March 2, 2023 BPAC meeting may be viewed or downloaded from the COJ BPAC page on the City of Jacksonville website. A link to the COJ BPAC page is [HERE](#)

Meeting Attendees:

(in person): Chris Burns (Chair), Peter Borenstein (Vice Chair), Steve Tocknell (Secretary), Barry Cotter, Lauren Rushing, Jeff Hohlstein, Marlo Zarka. Wiatt Bowers, Matt Fall (COJ Bicycle Pedestrian Coordinator)

(virtual): Tyler Blair, Jesus Fuentes, Bart Welling

Chris Burns chaired the meeting.

I. Introductions and Adoption of Minutes

Peter Borenstein moved for the adoption of the notes for the BPAC meeting that was held on February 2, 2023. Steve Tocknell seconded the motion. The vote to approve the meeting notes was unanimous.

II. Presentation – Blue Zones Jacksonville Marlo Zarka, Blue Zones Jacksonville Public Policy Lead

Marlo introduced the Jacksonville Blue Zones project as an initiative funded by local health care providers to drive down the costs of healthcare. It has a budget of about \$20M and is not a nonprofit. The Jacksonville Blue Zones Project is the 75th Blue Zones project in the world. It is focused on zip codes with the highest health risks, i.e. 32206, 32208, 32209, 32210, and 32244. A major kickoff event has been set for June 3, 2023, at the Fairgrounds.

In response to a question from Peter Borenstein, Marlo said that Blue Zones intends to build up communities for walking, with landscaping and good lighting. People who walk in their neighborhoods drive away people like drug dealers.

Barry Cotter mentioned past lack of support for road diets in disadvantaged neighborhoods. Lauren Rushing asked if Blue Zones is involved in antismoking initiatives. Marlo replied that there are limits to legal options for restricting smoking.

Matt and Marlo discussed how the recently funded Vision Zero Action Plan could be used to leverage Blue Zone initiatives. Marlo said that the Jacksonville Blue Zones Project could attract additional Federal funds for local walkability plans programs and projects.

Marlo announced that Blue Zones is working with the JU Public Policy Institute to host a candidate forum in April that will focus on quality of life issues.

Responding to a question from Steve Tocknell, Marlo replied that the JTA has been engaged in the Jacksonville Blue Zones project. She added that bus stops are the places where Blue Zones sees the most problems, and that journeys to work by bus can be excessively lengthy. The Blue Zones Project is promoting free bus transfers on JTA buses.

Noting that most traffic fatalities are on state facilities, Chris Burns asked if FDOT has been engaged in the Jacksonville Blue Zones Project. Marlo replied that progress with FDOT has been slower than with the City of Jacksonville. They have been working with Billy Hattaway, Melissa McCreedy, and Chris Ledew. Billy Hattaway and Chris Ledew are both former FDOT officials who are committed to pedestrian and bicycle safety. Blue Zones has also been working with the North Florida TPO. Blue Zones is focused on fixing the roadways that we already have.

Matt Fall mentioned that he was involved with the Blue Zones Project in Fort Worth TX, and that Nicole Hamm, the Executive Director for the Jacksonville Blue Zones Project, has attended one or two meetings of the City of Jacksonville Context Sensitive Streets Standards Committee.

III. **Presentation – Bicycle Friendly Driver Program – Jeff Hohlstein, Pedaling for Safety, North Florida Bicycle Club**

As President of Pedaling for Safety, Jeff has been organizing and training members of the North Florida Bicycle Club to join FDOT Community Traffic Safety Teams (CTST) in Clay, Duval, Nassau, and St Johns Counties. Pedaling for Safety is also investigating the establishment of a Bicycle Friendly Driver (BFD) program for Jacksonville that would be patterned after the BFD program in Ft. Collins CO. Instead of focusing on how bicyclists can learn and apply safety skills, the Bicycle Friendly Driver program is aimed at drivers who interact with bicyclists in mixed traffic. Jeff estimated that the annual budget for a BFD program in Jacksonville would be \$20K - \$86K.

Jeff asked Matt Fall to identify the steps that should be taken to undertake a BFD program for Jacksonville. Matt suggested adding a section to local drivers ed programs that would address bicycle pedestrian issues. He also suggested that elements of a BFD program could be incorporated into the city's Vision Zero Action Plan, which has recently been funded through a federal grant, at a total program cost of \$360K.

Chris Burns suggested that a certified BFD program be established, so that a judge could mandate participation in a BFD program as part of a sentence. He added that at the previous BPAC meeting in February, the Jacksonville Sheriff's Officer who attended was unfamiliar with the 2021 FL Bicycle and Pedestrian Safety Act, which among other provisions, allows motorists to safely cross the center line in order to maintain a three-foot separation from bicyclists.

Lauren Rushing suggested the formation of a Bike Walk coalition for Jacksonville. Wiatt Bowers observed that Jacksonville is the only major city in Florida that does not already have a Bike Walk coalition.

IV. **Election of 2023 BPAC Officers**

As the outgoing BPAC Chair, Chris Burns nominated Peter Borenstein to be the next BPAC Chair, Steve Tocknell to be the BPAC Vice Chair, and Lauren Rushing to be the BPAC Secretary. All nominations were accepted by the nominees. The vote for the election of each nominee was unanimous. All BPAC members present thanked Chris Burns for his many years of service as BPAC Chair. Chris thanked Matt Fall for his work in support of the Jacksonville BPAC.

V. Wrap-up / Announcements / Next Meeting Info

On behalf of EXP Consultants, Tyler Blair and Jesus Fuentes announced that there would be a Bike Month S-Line Ride and Bike Audit on March 11, 2023, from 10:00 AM to 1:00 PM. The ride was scheduled to begin and end at Myrtle Avenue Brewing, near the Myrtle Avenue Trailhead for the S-Line.

The next BPAC meeting is scheduled for April 6, 2023, beginning at 5:30 PM. It will again be a hybrid meeting.

VI. Adjourn

The meeting adjourned at 7:15 PM.