

Jacksonville BPAC Meeting Notes

June 6, 2025 @ 5:30 PM

Ed Ball Building – 3rd Floor Conference Room
214 N Hogan Street – Jacksonville FL

Attendees:

In person: Lauren Rushing (Chair), Peter Bornstein (Vice Chair), Matt Fall (Bike/Ped Coordinator) Tanner Pletzke (Social Media and Community Engagement Officer), Larry Roberts (JTC Running), Stephanie McCaffrey (Secretary) Darrin Hayes, Emma Zak (UNF), Omar Alsahili

Virtual: David Fletcher, Andrew Komatz, Lauren Chapell

I. Introductions and Adoption of Minutes

- Chair Lauren Rushing called the meeting to order at 5:30pm
- Approval of May Meeting Minutes
 - Motion to adopt May 2025 meeting minutes by Peter Borenstein, seconded by Tanner Pletzke. Unanimously approved.

II. Draft Quick Build Projects List – Vision Zero Action Plan

Presenter: Matt Fall, COJ Sr Bike/Ped Coordinator

- The City of Jacksonville was awarded a \$1.27 million Safe Streets and Roads for All (SS4A) grant in 2024 for quick build (demonstration) projects as part of the Vision Zero Action Plan, aiming to reduce roadway fatalities to zero.
 - Quick build projects are temporary infrastructure installations (1–3 years) designed to test safety countermeasures like protected bike lanes and intersection treatments.
 - An example is a project at McDuff Ave and Lenox Ave, creating curb extensions to reduce pedestrian conflict areas.
- **Project Scope:** The budget supports 2–3 larger projects (costing \$200,000–\$500,000 each) and 3–4 smaller intersection demonstration projects, potentially involving schools and the Blue Zones Project,
- **Selection Criteria:** Projects are prioritized based on alignment with the [City of Jacksonville High Injury Network](#) (HIN), which identifies roadways with high crash rates; equitable distribution across council districts, and feasibility for before-and-after data collection.
- **High Injury Network:** Based on 2018–2023 crash data, the HIN targets 20% of roadways accounting for 80–90% of pedestrian and cyclist fatalities. Quick Build Projects will focus on city-owned routes.
- **Interactive Dashboard:** [COJ's Vision Zero dashboard](#) maps demonstration projects (blue lines) and capital projects (pink lines). Attendees were encouraged to review and provide feedback on proposed projects.
- **BPAC Feedback:** Suggestions included providing ranking top five projects, proposing new routes, or enhancing existing infrastructure (e.g., green paint for bike lanes on River Place Blvd. or Spring Park Rd.).
- **Challenges:** The grant agreement with the Federal Highway Administration (FHWA) is pending review, delaying implementation but allowing more time for project refinement. Community resistance to new infrastructure and the need for outreach (mandated by recent state legislation) were noted.

Discussion:

- Attendees suggested focusing on existing commuting corridors (e.g., Spring Park Rd.) to enhance safety rather than introducing new infrastructure in unfamiliar areas. Strava heat maps and FDOT pedestrian/bike counters were cited as data sources for

Jacksonville BPAC Meeting Notes

June 6, 2025 @ 5:30 PM

Ed Ball Building – 3rd Floor Conference Room
214 N Hogan Street – Jacksonville FL

identifying high-use routes. A public survey or social media poll was proposed to gather input.

- Matt Fall discussed advisory bike lanes (suitable for low-volume, low-speed residential streets), citing their success in Europe but noting they may be too novel for Jacksonville currently.
 - Attendees discussed Post St. as a potential demonstration site, noting existing driver behavior resembling advisory lanes.
 - A suggestion to add a two-way cycle track or shared-use path on Water St. (Convention Center to the Riverfront Plaza) was discussed but complicated by other projects along Bay and Water Streets.
- **Action Items:**
 - BPAC to send follow-up email with the demonstration project list and encourage ranking/feedback.
 - Explore social media polls to gauge public preferences.
 - Incorporate community suggestions (e.g., enhancing existing bike lanes, advisory lanes in residential areas) into the final project list.

III. BPAC Social Media Update

Presenter: Tanner Pletzke, Social Media and Community Engagement Officer

- The BPAC Instagram account (@walkbikejax) was launched in May to increase visibility and engage the community.
- **Metrics (as of June 5, 2025):**
 - Reached 1,157 accounts.
 - 1,400 views on the Ride of Silence post.
 - 41 followers (42 by meeting's end), with one confirmed in-person attendee from online engagement.
 - 40 likes on the Bike to Work Day post, created in collaboration with Zencog.
 - 500 views on a Bike to Work Day 2025 video.
- **Goals:** Increase awareness of BPAC, promote biking/walking events, and serve as a liaison between city agencies and the community.
- **Content Strategy:** Focus on local, relatable content (e.g., POV videos, event photos) to engage users. Suggestions include polls to gather feedback on projects (e.g., bike lane preferences) and a Linktree for studies like the University Blvd. safety study.
- The committee discussed maintaining a positive, family-friendly, and collaborative tone to avoid alienating stakeholders. Advocacy should be approachable and collaborative to maintain credibility with city agencies and the public.
- Emma Zak shared their research project to map and connect Jacksonville's community pockets (e.g., biking, queer community, music) via an intuitive online platform, emphasizing BPAC's role as a centralized resource.
- Reaching non-social media users (e.g., older residents) and ensuring accessibility were discussed as potential challenges. Suggestions include a user-submitted cycling map or registry to connect commuters (e.g., suburban cyclists like Darrin Hayes).
- **Action Item:**
 - Create a centralized Google Drive folder for members to submit bike/ped-related photos for social media use.

Jacksonville BPAC Meeting Notes

June 6, 2025 @ 5:30 PM

Ed Ball Building – 3rd Floor Conference Room
214 N Hogan Street – Jacksonville FL

III. Baymeadows Rd. Discussion

- A tragic crash occurred on Baymeadows Rd. involving two fatalities (an adult and an infant) crossing from overflow parking near Wicked Barley Brewing Company.
- Baymeadows Rd. is a typical five-lane Jacksonville arterial with a 40-mph speed limit (often exceeded), no median, and minimal pedestrian infrastructure. Bike lanes exist but are debris-filled and unsafe.
- **Response:**
 - Wicked Barley has updated signage to direct parking to a safer overflow lot,
 - Councilman Joe Carlucci (District representative) issued a press release and is engaging with FDOT. BPAC has scheduled a meeting with him on June 10, 2025, to discuss solutions.
 - FDOT is conducting a study on Baymeadows Rd.
- Suggested solutions included pedestrian refuges/medians, protected bike lanes, and crossings at regular intervals to address the corridor's urbanization. A hawk signal or Z-crossing near I-95 was noted but deemed insufficient for this location.
- The incident highlights systemic issues with state-owned arterial roads (e.g., Beach Blvd., San Jose Blvd.). BPAC aims to use this as a catalyst to align FDOT's Target Zero initiative with Jacksonville's Vision Zero plan.
- Concerns were raised about FDOT's focus on vehicle throughput over pedestrian safety. BPAC emphasized the need for collaborative pressure on FDOT and a comprehensive corridor approach rather than isolated fixes (e.g., crosswalks, speed humps).
- **Action Items:**
 - Prepare for the June 10 meeting with Councilman Carlucci, focusing on specific asks (e.g., medians, protected bike lanes) and broader corridor safety strategies.
 - Advocate for stronger city-FDOT collaboration to address state-owned roads.

IV. Recent BPAC Events

- **Boys and Girls Club Event:** BPAC tabled at a youth event, distributing items and educating kids on roadway safety.
- **Bike to Work Day (Fuller Warren Bridge):** A successful event with high attendance
- **Ride of Silence (North Florida Bicycle Club):** A safe, inclusive ride with a moving tribute to cyclists injured or killed, led by Len Burroughs. BPAC aims to increase participation in future years as an advocacy event.
- **Upcoming Events:**
 - JTC Running's Emerald Trail 5k/10k event in late September will emphasize walking and showcase the first completed Emerald Trail segment.
 - World Day of Remembrance planning will begin soon.

V. Announcements

- The next BPAC meeting, originally scheduled for July 3, 2025, is rescheduled to **July 10, 2025**, due to the July 4th holiday weekend.
- Slides and resources will be posted on the BPAC website.
- Emma Zak is interested in setting up a focus group for their community research project, to be coordinated via email.

Adjournment

- The meeting adjourned at 7:10 PM.