

Jacksonville BPAC Meeting Notes

July 10, 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), Stephanie McCaffrey (Secretary), Tanner Pletzke (Social Media and Community Engagement Officer), Colin Moore (Parks and Sustainability Director, City of Neptune Beach), Lee Durban (Traffic Engineer, COJ), Thalia Fuste (North Florida Transportation Planning Organization, Daniel Ashworth (GAI Community Solutions Group, SPAR Board Member), James Hopkins (Resident, San Marco), Chelsea Hart-Cantabene (Resident, Murray Hill), Lori Hooper (Resident, St. Johns Park), Chris Hall (Resident, Downtown), Amanda Rodriguez (Resident), Matt Fall (COJ Bike/Ped Coordinator), Wiatt Bowers (AtkinsRéalis), Mary Noonan (AtkinsRéalis)

Virtual: Larry Roberts (JTC Running), Lauren Chappell (JaxPARKS), Marlo Zarka (Blue Zones)

I. Introductions and Adoption of Minutes

- Call to Order and Introductions
 - Chair Lauren Rushing called the meeting to order at 5:30 PM.
- Approval of Minutes
 - The June 5, 2025, meeting minutes were circulated to officers. A motion to approve was made by Peter Bornstein and seconded by Tanner Pletzke, and the minutes were approved unanimously.
- **Membership Update:** Lauren Rushing announced that, per the updated bylaws, only officers and members can vote on BPAC issues. Membership forms were distributed for new or renewing members, with virtual attendees instructed to email Lauren Rushing for forms. Forms will be collected at the meeting's end, granting voting rights to new members.

BPAC Archives Digitization: Matt Fall digitized BPAC archives from 2001, which included historical discussions, including looking at trails along utility corridors and pursuing nonprofit status. Archives are available via flash drive or online upon request to Matt Fall or Peter Bornstein.

MyJax Platform (Peter Bornstein): Bornstein outlined the MyJax website as the primary tool for citizens to report concerns (e.g., sidewalk obstructions). Logging issues help prioritize city responses, though persistent follow-up may be needed for enforcement. Lee Durban noted that safety issues (e.g., traffic light outages) are prioritized, while maintenance or road diet requests would require broader engagement/more study.

II. Presentation: Speed Camera Pilot in Neptune Beach, Colin Moore, City of Neptune Beach

- Colin Moore presented Neptune Beach's speed camera pilot in school zones, enabled by House Bill 657 (effective 2023). The pilot focuses on Florida Boulevard, a two-lane road with 18,500 average daily traffic, passing Neptune Beach Elementary and Beaches Chapel school.
- A 2024 study found 380 drivers per day speeding 10+ mph over the limit (Defined as over 26 mph in 15 mph zones, over 41 mph in 30 mph zones). After ordinance

Jacksonville BPAC Meeting Notes

July 10, 2025 @ 5:30 PM

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

approval and camera installation (February 2025), violations dropped from 380 to 62 per day during a warning period and to 30 per day during enforcement. Fines are \$100, set by the state, with citations mailed based on license plates.

- Concerns included privacy and monetization, but Neptune Beach's police chief views cameras as a cost-effective safety tool. Neptune Beach is considering expansion to Seagate Avenue. Other cities (e.g., Eustis, FL) saw higher citations on four-lane roads, suggesting road design impacts speeding.
- **Discussion:** Matt Fall noted Jacksonville's 150 school zones make officer enforcement challenging, and past red light camera issues (2013–2017) fuel resistance. Attendees suggested approaching Councilman Carlucci and engaging the school board for support.

III. BPAC Moving Forward Discussion, Lauren Rushing, BPAC Chair

- Lauren Rushing led a discussion on BPAC's identity, noting its informal status since its 2011 recognition (Resolution 2011-123-A) as an advocacy platform. BPAC is not a formal city committee but collaborates with city staff.
- **Proposal:** Transition to a nonprofit advocacy organization, similar to Bike/Walk groups in Tampa and Orlando, to gain legitimacy, accept donations, and build partnerships. Benefits include increased visibility and capacity for events like World Day of Remembrance. Challenges include startup logistics (e.g., meeting spaces, technology).
- Steve Tocknell shared that a 2011 attempt to become a city committee failed due to mayoral restriction on the number of committees. Attendees suggested networking with Bike/Walk Central Florida. Their leadership is visiting Duval County in October 2025.
- Lori Hooper and Tanner Pletzke stated they are available and interested in helping coordinate discussions with similar non-profit organizations.
- **Next Steps:** The committee will discuss and vote on the advancing the nonprofit approach at the August meeting, after members formalize their status per bylaws.

IV. World Day of Remembrance Planning, Lauren Rushing, BPAC Chair

- Lauren Rushing introduced planning for the World Day of Remembrance (November 16, 2025). Last year's event, held on a Friday, focused on city staff but had limited community participation. A weekend event is proposed for 2025 to better engage the public and advocates.
- **Potential venues:** Memorial Park or RAM (Riverside Arts Market). A demonstration ride was suggested but tabled last year due to capacity and insurance concerns. Attendees proposed a Saturday event (November 15) with a possible Sunday ride (November 16).
- **Next steps:** Lauren Rushing will confirm availability for November 15 or 16 at Memorial Park or RAM and report back at the August meeting. The committee will reach out to JSO, FDOT, and victims' families (e.g., North Florida Bicycle Club) for speakers

V. Additional Announcements

- **Helmet Giveaway (Thalia Fuste):** A bicycle helmet giveaway is scheduled for Saturday, July 12, 2025. BPAC members are invited to attend.

Jacksonville BPAC Meeting Notes

July 10, 2025 @ 5:30 PM

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

- Bike Lane Concerns (Matt Fall): Matt Fall shared images of unprotected bike lane designs on San Pablo Road and sharrows on Riverside Avenue approaching the Acosta Bridge and asked for feedback from attendees. Attendees felt that the designs are ineffective at creating a safe space to bicycle and mentioned that they would not feel safe bicycling in those locations on the road. They would be much more likely to ride on sidewalks rather than so close to high-speed vehicle traffic.
- Adjournment
 - The meeting adjourned at 7:00 PM. The next meeting is scheduled for August 7, 2025, at 5:30 PM.