

**Bike/WALK**  
A regional coalition of TAMPA BAY

**Presented to**  
New North Transportation Alliance

**Presented by**  
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March 9, 2016

## A REGIONAL COALITION

- Bike/Walk Tampa Bay, a regional coalition, was formed to unite people working to positively impact bicycling and walking in the Tampa Bay area.



Bike/Walk Tampa Bay Summit kicks off Coalition on Dec. 2, 2015



## Founding Members Bike/Walk Tampa Bay, a regional coalition



### Advantages of a Regional Coalition

- Achieve more widespread reach within a community than any single organization could attain
- Accomplish objectives beyond the scope of any single organization
- Have greater credibility than individual organizations
- Provide a forum for information sharing



<p style="text-align: center;"><b>Jane Castor</b></p> <p>Jane is a Tampa native who attended the University of Tampa on an athletic scholarship in Basketball and Volleyball, where she earned a Bachelor's of Science degree in Criminology. Jane also holds a Master's of Public Administration from Troy State University. She served 21 years in the Tampa Police Department, becoming its first female chief in 2005, before retiring in May of 2012. She is the proud mother of two teenage boys.</p>	<p style="text-align: center;"><b>Lauren Brooks</b></p> <p>Lauren has significant experience in both the transportation and environmental planning sectors of the Tampa community. She received her Masters in Urban and Regional Planning in 2004 from Florida State University. She regularly develops and manages pedestrian/bicycle/transit studies and plans, corridor and sub-area plans (including neighborhood mobility audits), supporting projects for MPDs, the FDOT, and local planning agencies.</p>	<p style="text-align: center;"><b>Craig Fox</b></p> <p>Craig is currently a student at the University of South Florida, pursuing a Masters in Civil Engineering. He regularly commutes by bike to work. He is an active member of his local Triatemple Club and enjoys exploring Tampa Bay's trails with his wife, going to the beach, and learning anything about astronomy &amp; quantum physics.</p>	
<p style="text-align: center;"><b>Jeff Johnson</b></p> <p>Jeff has worked with AARP Florida since 2002 and was named state director on an interim basis in October 2010 and permanently in February 2012. He was raised in Jacksonville, graduated Phi Beta Kappa from Wake Forest University and holds a Master of Divinity degree from Emory University's Candler School of Theology. Jeff joined AARP after working in public relations, marketing and sales, most recently with the Tampa Bay (then) Devil Rays. He lives in St. Petersburg with his wife and daughter.</p>	<p style="text-align: center;"><b>Debra Kleesattel</b></p> <p>Debra Kleesattel has a Ph.D. in Gerontology from the University of Kentucky and has lived in Tampa for 10 years. She is an Army brat and the wife of a military veteran. She works for Humana Inc. and is currently coordinating the partnership development and community collaborative initiatives through the Tampa Bay Health Advisory Board to help make health easier in Tampa Bay.</p>	<p style="text-align: center;"><b>Kent McWaters</b></p> <p>Kent McWaters started his career with FDOT in 1988 and has over 28 years of Florida transportation engineering experience managing a wide variety of FDOT, local government and private infrastructure projects. Kent is an avid cyclist and member of the Palm Harbor based Suncoast Cycling Club. He logs over 300 miles a month, primarily on the Pinellas Trail, Suncoast Trail and Stanley Park Trail. He has served as Project Manager and Engineer of Record for numerous stand-alone sidewalk and trail projects.</p>	<p style="text-align: center;"><b>Ben Montgomery</b></p> <p>Ben is an enterprise reporter for the Tampa Bay Times. He is also co-founder of the Auburn-Chautauque, a writers' collective. His stories have appeared in national magazines such as PARADE and Seventeen and he has contributed to NPR's RadioLab. He has taught narrative journalism at the Ingryne Institute for Media Studies. He currently lives in Tampa with his wife and three children.</p>
<p style="text-align: center;"><b>Randy Myhre</b></p> <p>Randy is the owner of Oliver's Cycle Sports in New Tampa and is a founding member of SWFBUD (South West Florida Bicyclists United with Deakals). Randy has learned that all riders want to be able to ride their bicycles safely, and know that they and their loved ones are respected on the road. Randy is confident that being involved with Bike/Walk Tampa Bay will continue the journey toward improving our community.</p>	<p style="text-align: center;"><b>Carrie Waite</b></p> <p>Carrie is the President and Founder of the St. Petersburg Bike Co-op, President of the St. Petersburg Shuffleboard Club and one of the organizers of the St. Pete Tweed Ride. When she's not out on her bike or shuffleboarding, she regularly helps produce video of some of the Bay area's best local bands for the award winning radio show "Grand National Championships" on WHMP 88.3 FM. She's also a Certified Information Systems Security Professional (CISSP).</p>	<p style="text-align: center;"><b>Rob Zimprich</b></p> <p>Rob is the Chief Financial Officer of the University Area Community Development Corporation (UACC) in northern Tampa. Rob is a recreational bicyclist and runner and enjoys anything outdoors: fishing, kayaking, boating, and motorcycling. Rob resides in Largo with his wife Tam. They have five children and are enjoying being "empty nesters". Rob is passionate about children's education and safety, cancer awareness, and volunteering in his community.</p>	

## Meet the inaugural BWTB Advisory Board

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[Visit bikewalktampabay.com](http://www.bikewalktampabay.com)

- Jane Castor
- Lauren Brooks
- Craig Fox
- Randy Myhre
- Carrie Waite
- Rob Zimprich
- Jeff Johnson
- Debra Kleesattel
- Ben Montgomery
- Kent McWaters

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# THE STATE OF THE REGION

DECEMBER 2015

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## Education

**Priority:** Driver Education (e.g. distracted, speeding, late night driving)

**Priority:** High Risk Groups (high crash corridors, homeless shelters)

**Priority:** General Awareness Campaign for Tampa Bay area



## Encouragement

**Priority:** Incentive program to encourage walking and biking more (e.g. to work/school, to businesses, or errands)

**Priority:** Encourage more walking and biking by creating wayfinding systems in high pedestrian/bicycle areas showing distance to walk or bike to location

**Priority:** Provide support for small events – make it easier to walk or bike instead of drive (e.g. valet bike parking, etc.)



## Engineering



- **Priority:** Small changes and improvements right now. Develop pilot projects. (protected bike lanes, etc.)
- **Priority:** Propose effective Development Regulations/Roadway Design Standards. FHWA Rule Change – incorporated locally.
- **Priority:** Examine character and quality of environment to make walking and biking appealing.

## Enforcement



- Priority:** Communication and Education. Provide increased communication/education to the public. (bicyclist/pedestrian/driver)
- Priority:** Enforcement on high crash corridors. Look for new resources outside of HVE.
- Priority:** Officer Education. Examine current officer education and increase reach to more officers.

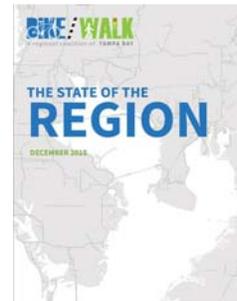
## Evaluation

**Priority:** Evaluate stories in the Media – Textual analysis of past stories involving ped/bike crashes.



**Priority:** “E” report card – Report to all stakeholders the progress made for all “E’s”.

**Priority:** Evaluate current laws. Are drivers held accountable in pedestrian and bicycle crashes?



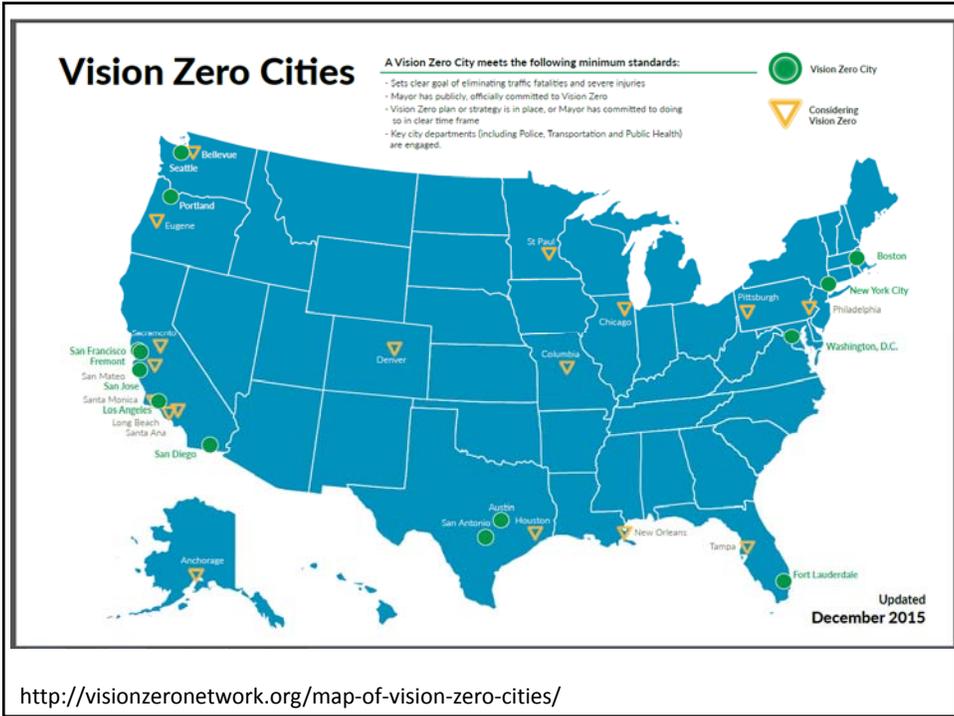
## Vision Zero

Recognition that traffic fatalities are preventable, and a commitment to ensure that no one is killed in traffic. Cities that adopt Vision Zero set out to end traffic deaths within a specific time frame.

- No loss of life is acceptable
- We are human and make mistakes. The road system needs to keep us moving. But it must also be designed to protect us at every turn.

<http://www.bikewalkalliance.org/blog/689-tipsheet-creating-a-vision-zero-movement-for-everyone>





## New York City's Vision Zero Plan

**Mayor Bill de Blasio Announces 2015 was Officially the Safest Year Ever on New York City Streets**  
January 19, 2016

Traffic fatalities down 22%—66 fewer lives lost—since 2013, before Vision Zero launched

Mayor announces \$115 million in new capital funds to build on Vision Zero progress, including Safe Routes to Schools and traffic calming measures on key thoroughfares. City also piloting new initiative to test safer left turn designs.

*Traffic fatalities down 22%—66 fewer lives lost—since 2013, before Vision Zero launched Mayor announces \$115 million in new capital funds to build on Vision Zero progress, including Safe Routes to Schools and traffic calming measures on key thoroughfares; City also piloting new initiative to test safer left turn designs.*

Source: <http://www1.nyc.gov/office-of-the-mayor/news/069-16/mayor-bill-de-blasio-2015-was-officially-safest-year-ever-new-york-city-streets/#/0>

# Ft. Lauderdale's Vision Zero Plan



Source: <http://www.fortlauderdale.gov/departments/transportation-and-mobility/vision-zero-2851>



# Vision Zero Local Efforts

## Vision Zero aims to make Tampa roadways safer for pedestrians, cyclists

Resolution passed in Tampa City Council

BY: Jesse Beal  
 POSTED: 12:12 PM EDT 4, 2015  
 UPDATED: 11:02 PM EDT 4, 2015



## New effort aims for zero pedestrian, bicycle deaths in Tampa



Pinellas County MPO: Vision Zero approach incorporated into Pinellas SPOTlight Emphasis Area work plans:

- US 19 Corridor
- Beach Access
- Gateway/Mid-County



