Task 1: Public Involvement

The Florida-Alabama Pedestrian/Bicycle Master Plan update has a heavy emphasis on public input. West Florida Regional Planning Council staff adopted a proactive approach to soliciting public input. The following information outlines the public involvement efforts for the Florida-Alabama Pedestrian/Bicycle Master Plan:

Deliverable 1: Facebook Page

The Florida-Alabama Pedestrian/Bicycle Master Plan Facebook page went live in February 2017, serving as a place to receive input, facilitate discussion, and provide updates on the Plan.

Followers: 45
Likes: 42

Audience Breakdown (Demographics)
Analytic Snapshot:
Post Reach: 2,670
Post Shares: 29
Post Likes: 2
Post Clicks: 82

Analytic Snapshot:
Post Reach: 238
Post Shares: 2
Post Likes: 0
Post Clicks: 28

Analytic Snapshot:
Post Reach: 265
Post Shares: 1
Post Likes: 3
Post Clicks: 14
Deliverable 2: Web Page

The Florida-Alabama Pedestrian/Bicycle Master Plan web page went live in February 2017, directing interested parties to the Plan’s web page for information regarding the Plan and how to remain involved in the planning process.

Deliverable 3: Outreach

Due to the emphasis on developing the Plan with a public focus, staff pursued community-driven opportunities to reach the public. Participation was garnered by attending local events and presenting to local community groups. A survey was developed, and continues to be distributed, to assess community specific needs, concerns, and opinions.

Surveys Completed: 116
Written Comments Submitted: 8
Verbal Comments Recorded: 50
Presentations to Community Boards and Organizations:
• Gulf Breeze Rotary Club - July 25
• Big Lagoon Kiwanis Club - August 20
• Mass Transit Advisory Committee (MTAC) - July 12
• Escambia Transportation Disadvantaged Coordinating Board - August 22
• Santa Rosa Transportation Disadvantaged Coordinating Board - August 22

Outreach Events:
• Brownsville Community Festival - August 5
• Blackwater Water Festival - August 12
• Santa Rosa County Back to School Safety Bash August 10
• Bike Pensacola’s July Slow Ride - July 14
• Bike Pensacola’s June Slow Ride - June 2
• Bike Pensacola’s May Slow Ride - May 19
Task 2: Data Inventory

Deliverable 1: Summary of Existing Policies and Plans

WFRPC staff will provide a comprehensive summary of legal documents, plans, and ordinances that may influence any dimension of the Florida-Alabama TPO Pedestrian/Bicycle Master Plan.

Deliverable 2: Community Profile with Demographic and Socioeconomic Data

The WFRPC staff will collect all appropriate demographic, socioeconomic, land use, transportation, and comprehensive plan data necessary for assessing the TPO area’s pedestrian and bicycle transportation needs. This information will build upon the community profiles created in 2014.

Deliverable 3: GIS Data/Mapping

The WFRPC staff will work with county and municipal partners to gain insight for the needs and facilities in the communities they serve. Staff has been collecting GIS shapefiles and/or maps corresponding to pedestrian and bicycle facilities in specific jurisdictions that include trails, sidewalks, bike lanes, signalization, and the like. A map of current facilities can be found on the Plan’s web page. Staff will develop maps that include the project list, possible areas of concern, etc., throughout the Plan.
Task 3: Civic Engagement

Deliverable 1: TPO Presentations

Staff has presented updates to the TPO and committees regarding the public outreach efforts, public workshops, and the Advocacy Working Group.

Deliverable 2: Advocacy Working Group

The Pedestrian Bicycle Master Plan Update Scope of Work outlines the formation of an Advocacy Working Group to help provide guidance on the Plan. This group has been responsible for reviewing and providing comments on key deliverables, such as the vision statement and goals. In addition, the group will provide input on plan recommendations.

The first Advocacy Working Group meeting was held on August 22. The purpose of this meeting was to discuss the Plan’s visions and goals. The second meeting was held on September 27 with the purpose of discussing the prioritization methodology. Each meeting provided a forum for public input that was collected to determine the two key deliverables.

Deliverable 3: Public Meetings

WFRPC staff held two non-traditional public workshops in June 2017. Attendees of the workshops were asked to use stickers to indicate what facilities are most needed to promote bicycling and/or walking in their community. Staff received more than 50 verbal comments and eight written comments. These public workshops were promoted on Facebook and via news release to local media outlets.

Workshop #1
Bands on Blackwater
June 16
Voters: 9

Workshop #2
Palafox Market
June 17
Voters: 37
Task 4: Vision, Goals, and Objectives

Vision

The Florida-Alabama TPO Pedestrian/Bicycle Master Plan will improve the quality of life for all communities within the TPO planning area by providing education, engineering, enforcement, equity, and encouragement of multi-modal transportation choices.

Goals

The Florida-Alabama TPO Pedestrian/Bicycle Master Plan will have a total of five (5) goals. The goals will be based on the 5 E’s established in the Advocacy Working Group workshop in August 2017: Engineering, Education, Encouragement, Enforcement, and Equity.

Goal #1: Engineering

Develop a continuous, connected, and accessible pedestrian and bicycle network that affords safe, enjoyable, and comfortable accommodations for users of all ages and abilities to move between places and destinations.

Goal #2: Education

Educate users of all transportation modes regarding bicycle and pedestrian safety, rights, and responsibilities.

Goal #3: Encouragement

Enhance the livability of the Florida-Alabama TPO area through encouragement of bicycling and/or walking for short trips.

Goal #4: Enforcement

Partner with local law enforcement and first responders to provide adequate enforcement and evaluation of programs.

Goal #5: Equity

Develop a well-connected bicycle and pedestrian network that links a variety of facilities together into a cohesive transportation system accommodating users of all ages and abilities, including those with disabilities and those who cannot drive.
**Task 5: Prioritization Methodology**

The effective prioritization of pedestrian and bicycle facility projects is a key aspect of this Plan. In order to identify projects that are most likely to benefit communities within the TPO, a standardized methodology must be developed. WFRPC staff is working closely with the Advocacy Working Group to finalize an approach to the methodology, as well as to decide on appropriate criteria.

**Deliverable 1: Technical Memorandum Describing Prioritization Methodology**

Once the methodology has been finalized, a technical memorandum describing the project prioritization process will be prepared. A section of the final Plan will also be dedicated to the methodology and project prioritization.

**Deliverable 2: Summary of Issues, Trends, Needs, Constraints and Opportunities**

WFRPC staff is in the process of reviewing and analyzing results of the survey and input from public meetings. Initial results indicate that safety and facility improvement (both bicycle and sidewalk facilities) are extremely important to the public.

**Task 6: Funding Sources and Best Practices**

WFRPC staff will provide a summary of existing funding sources available for the construction and improvement of pedestrian and bicycle transportation facilities. The summary will also include the review of best practices for funding opportunities and improvements.

**Task 7: Development of Plan and Selection of Improvements**

WFRPC staff has begun preparation of the Master Plan document. The final Plan will include a detailed discussion of the following items:

- Identification of local, state, and federal policies and plans that affect pedestrians and bicyclists
- Identification of the shared vision statement and goals
- Information and analysis of public input
- Analysis of socioeconomic and demographic characteristics
- A mapped inventory of existing and proposed pedestrian and bicycle facilities (Including opportunities and constraints in the network)
- A project prioritization methodology
- A project implementation process by which the vision and goals can be attained
- A Continuing education/evaluation element that keeps the public involved after the Plan has been completed