

Welcome to Sarasota/Manatee and Opening Keynote, 8:30 – 9:50 AM

- Beth Alden - Hillsborough MPO, Executive Director
- David Hutchinson - Sarasota/Manatee MPO, Executive Director
- Mayor Shirley Groover Bryant - Sarasota/Manatee MPO, MPO Board Chair
- Keynote Speaker, Jan Spence

Session Description: This year's virtual Gulf Coast Safe Street Summit will kick off with Hillsborough MPO Executive Director passing of the baton to the Sarasota/Manatee MPO Director followed by the MPO Chair Mayor Shirley Groover Bryant welcoming guests and introducing the keynote speaker, Jan Spence.

Words have profound power; they can lift someone up or tear someone down. Jan Spence shares how pursuing her life-long dream of playing professional football led to the unexpected opportunity to affect change through encouraging words and simple actions. Applying her "Cheer Leadership®" approach in the workplace builds stronger connections, increases employee engagement and loyalty, and fosters collaboration and innovation. The invaluable lessons shared in this high energy, interactive keynote transform employee and customer relations and create more synergy among leadership and the people they manage.

After this session, attendees will be able to:

- 1. Implement practical ways to encourage and connect with employees, colleagues, and prospects.*
- 2. Discover and use their new Cheer Leadership® skills in the workplace to increase productivity.*
- 3. Create a plan to connect with employees, colleagues, and clients in a distinctive way to increase engagement and retention.*

Session 1: Turning Data into People: The magic of Transportation Data and Community Engagement, 10:00 – 10:50 AM

Moderator:

Presenters:

- Vision for a car free network in Manatee and Sarasota Counties
 - Ryan Brown, Sarasota/Manatee MPO
 - Jennifer Musselman, Kittelson & Associates
 - Teresa Tapia, StreetLight Analytics
- Mapping Manatee: Techniques for a Useful Bicycle Map in Manatee County Context
 - Greg Krause, Manatee County

Session Description: Learn how to transform transportation data into real world applications. Leveraging Streetlight origin-destination and bicycle/pedestrian activity data, the Sarasota Manatee MPO developed an Active Transportation Plan that addresses pedestrian and bicycle infrastructure, transit connectivity, and accessibility and mobility for all non-motorized users. While Manatee County sought to produce a comprehensive bicycle safety map that evaluated both the physical safety and perceived safety from the perspective of the bicyclist. These best-practices can be easily replicated in other areas of similar challenges, opportunities, and context.

Session 2: Bikeways and Planning Strategies, 11:00 – 11:50 AM

Moderator:

Presenter:

- Bikeway Types and Bike Planning Strategies
 - Ed Barsotti, FL Bicycle Association

Session Description: How to appropriately accommodate bicyclists in different contexts is a key part of Complete Streets. Perhaps as important as the technical details are the strategies to gain community and political support for implementing these infrastructure improvements. Yet, these topics are not routinely mainstreamed in professionals'

education, plus the field is rapidly evolving. During this session, you will learn how to accommodate bicycle travel in a range of contexts, summarizing several types of off-road and on-road bikeway facilities. Practical strategies are also provided on gaining community and political support for improving the bicycle infrastructure in a community.

Session 3: Walk a Mile in Their Shoes: Helping People Outside of Cars, 1:30 – 2:20 PM

Moderator:

Presenters:

- Engaging Community Partners to Achieve Safe Mobility for Life
 - Gail Holley, Safe Mobility for Life
- “Right-Sizing” S. Florida Avenue (SR 37) in Lakeland, FL: This is a Test – Only a Test!
 - Angelo Rao, City of Lakeland

Session Description: Hear about different methods to engage people of all ages. Safe Mobility for Life educates and engages older adults with a collaborative, data-driven approach that helps them prepare for life beyond the driver’s seat. Their work with partners at both a state and local level is key to reaching Vision Zero and ensuring older Floridians remain safe and mobile for life. The “Right-Sizing” S. Florida Avenue (SR 37) in Lakeland, FL: This is a Test – Only a Test!” presentation is designed to articulate the quantitative data (travel time, traffic volumes/speeds, crash) and qualitative data (businesses’, residents’, and users’ views; as well as redevelopment opportunities) of the results of a pilot test. Find out how the results will play a key role in deciding on a permanent solution to the corridor’s management.

Session 4: How to Plan a Safe Transportation System for All Users Using a Systems Approach, 2:30 – 3:20 PM

Moderator:

Presenters:

- ALICE 2020 Report: A Look at Sarasota and Manatee Counties
 - Nichole Peña, United Way Suncoast
- How a Blind Person Crosses Tamiami Trail
 - Madeline Spencer, Lighthouse Vision Loss Education Center

Session Description: Thinking outside the box by using strategies from multiple disciplines is key to planning safe transportation for all road users. ALICE, an acronym for Asset Limited, Income Constrained, Employed is a new way to define and understand households who earn above the Federal Poverty Level but not enough to meet a basic necessities budget. This presentation will focus on transportation expenses in the ALICE budget, how that is measured, and the impact that an unexpected transportation-related expense can have on a family. Followed by information on the white cane and how a person with a visual impairment crosses intersections. Learn about audible signals, tactile warnings and intersection analysis, as well as some barriers to safe crossing. Lastly, you will understand how you can confidently assist someone with a visual impairment.

Session 5: When you build it, will they come? 3:30 – 4:20 PM

Moderator:

Presenters:

- Get Out There! Documenting Safety Concerns While Using Our Pasco Trails
 - Kasey Cursey, AECOM
 - Channing Bickford, AECOM
 - Tina Russo, Pasco County MPO

- Sarasota in Motion: City of Sarasota's First City-Wide Transportation Master Plan
 - Colleen McGue, City of Sarasota
 - Steven Cover, City of Sarasota
 - Dr. Jason Collins, ADEAS-Q

Session Description: Discover different tips for developing a working educational library; a sampling of videos produced; suggestions for observing human behavior on your own local trails/multiuse pathways; and next steps for education, engineering and enforcement. COVID-19 provided an opportunity for Pasco MPO staff to “Get Out There!” and observe, document and evaluate the use of our own multimodal facilities. With the increase in usage doubling and even tripling in some locations, they used this time to observe human behavior and interaction with existing, and recently opened, trails and road crossings. They started a Vision Zero working library that includes Garmin Connect, Strava, phone videos, photos, and actual video production pieces. You will also recognize the community engagement process for developing the City of Sarasota’s first city-wide transportation master plan, Sarasota in Motion, which was accepted by the City Commission in July 2020 as well as the data that was analyzed during the citywide traffic network study. Sarasota in Motion will serve as a playbook for both how the City invests in transportation infrastructure in the future and how it achieves the community's quality of life goals.

After Hours: Survey Says...! Virtual Happy Hour, 5:00 PM

- APA Emerging Planners Group

Description: Let loose with guests and meet the APA Emerging Planners Group. The night will begin with a little networking. Go to different “tables” to talk with guests on a variety of topics. End the night by engaging in a planner’s favorite activity, Surveys! Test your knowledge for your chance to win an amazing prize.

The Champions, 8:30 – 9:50 AM

Moderator: Carl Mikyska, Executive Director of the Florida MPO Advisory Council (MPOAC)

Presenters:

- Secretary L.K. Nandam, District 1
- Secretary David Gwyn, District 7
- Commissioner Liz Alpert, City of Sarasota
- Commissioner Pat Kemp, Hillsborough County
- Commissioner Roy Tyler, Haines City

Session Description: Secretary Nandam and Secretary Gwynn will give their addresses to guests with an update on state activities within their respective districts. The session will close with three elected officials describing plans, projects, or programs in their area that they championed to achieve safe roads for all modes.

Session 1: Where all my people at? Engaging the public virtually and equitably, 10:00 – 10:50 AM

Moderator:

Presenters:

- Will you join us for your Tuesday Traffic Jam?
 - Corinne Tucker, Sarasota/Manatee MPO
 - Alvimarie Corales, Sarasota/Manatee MPO
- Engagement & Equity: Building Resident Relationships Through Relevancy, Continuous Communication, and Data
 - Paul Black, City of Raleigh
 - Dr. Kristin Williams, PublicInput.com
- Safe Streets Pinellas: Engaging the Public during COVID-19
 - Sarah Caper, Forward Pinellas
 - Amy Elmore, Forward Pinellas

Session Description: How can we continue to receive quality public engagement in the digital renaissance? During the Sarasota/Manatee MPO's long range transportation plan update, Staff created educational, engagement videos/podcasts and received over 3,000 views for all 7 podcasts supporting the idea that innovative engagement techniques in response to the COVID pandemic do work! "Engagement & Equity: Building Resident Relationships Through Relevancy, Continuous Communication, and Data" will try to answer an important question and that is: How can cities, transportation departments, and organizations like MPOs create relationships with residents, capture meaningful feedback, and make data driven decisions? Lastly, Forward Pinellas will take you through their transition from completely in-person to a digital Safe Streets Pinellas Summit and lessons learned along the way.

Session 2: What Seems to be the Problem? Identifying System Dangers to Target Solutions, 11:00 – 11:50 AM

Moderator:

Presenters:

- Safe Streets Pinellas: Developing a High Injury Network & Hotspots
 - Sarah Caper, Forward Pinellas
- Safe Streets Pinellas: Working with Partners on Vision Zero and Safety Projects
 - Rodney Chatman, Forward Pinellas

Session Description: On average, two people are killed or severely injured each day while traveling in Pinellas County. Safe Streets Pinellas is the Forward Pinellas effort to address this (problem). Forward Pinellas staff will provide an overview of the High Injury Network and Hotspots from the crash data that led to its development to the selection of specific corridors and locations and how this information is being used to guide future investments to work towards the goal of zero fatalities and serious injuries. You will also learn the importance of partnership for successful safety projects. The next presentation will explore Forward Pinellas' experience developing and maintaining relationships with partners and how they have been able to use existing connections to successfully implement new projects with strong community benefits.

Session 3: Is it just me, or could it be safer out here? 1:30 – 2:20 PM

Moderator:

Presenters:

- Completing Streets with Safer Crossings: Planning for Pedestrian Safety with the STEP Countermeasures
 - Peter Eun, Federal Highway Administration
- Safety by Design Florida for All Road Users
 - Jason Jackman, USF Center for Urban Transportation Research
- School Zone Evaluation and ADA Transition Plan
 - Patrick Lui, Sarasota County

Session Description: Understand how to create safer streets at the federal, state, and local levels. FHWA Safe Transportation for Every Pedestrian (STEP) program promotes several proven safety countermeasures for improving pedestrian safety at crossings. The session will also review national guidance, case studies, and other tools that agencies should consider for selecting countermeasures that support Complete Streets and improved pedestrian safety. Safety by Design Florida is a safety education effort helping promote, engage, and encourage safe travel behaviors and infrastructure improvements to pedestrians, bicyclists, and drivers. This project will lay the groundwork for future safety education campaigns for the Florida Department of Transportation District 1. Lastly, listen to Sarasota County's efforts to come into compliance with School Zones by 2023 and our ADA transition plan. Discover how they built an evaluation program from the ground up that utilizes the ArcCollector App.

Session 4: You CAN Get There From Here: Complete Connectivity and Management, 2:30 – 3:20 PM

Moderator:

Presenters:

- Complete Connectivity: Optimizing Existing Infrastructure for Multi Modal Safety
 - Theo Petritsch, Landis Evans+Partners
 - Bessie Reina, Florida Department of Transportation
- Vision Zero Hillsborough - Speed Management Action Plan
 - Gena Torres, Hillsborough MPO

Session Description: Multimodal connectivity on a local scale is often difficult to implement due to the historic overlay of regional thoroughfares through established neighborhoods. Florida's coastal communities face special challenges due to the frequent disruptions of street networks by water bodies and other barriers. Listen to case studies of a neighborhood scale approach to identifying and promoting connectivity that can help re-engage residents with their community and draw on their lived experience to find and re-connect disrupted mobility options via re-claimed low-stress connections and targeted connecting pathways. Then, receive an overview of problem, national best practices, prioritization of high injury network, toolbox of countermeasures, actions, and implementation on speed management. It is well

documented that speed plays a significant role in the potential to avoid a crash altogether or, because of the exponential relationship between speed and force, to at least survive.

Session 5: Take it for a spin before you go all in: Real world experience lessons, 3:30 – 4:20 PM

Moderator:

Presenters:

- Experiences with the Academy: An example of Inter-institutional Efforts Towards Safety
 - Michael Lynch, Manatee County
- Test Before You Invest - Quick Build Multi Modal Solutions at The Bay Park
 - Philip DiMaria, Kimley-Horn
- Closing

Session Description: In the past year Manatee County has collaborated with University of South Florida (USF), the Center for Urban Transportation (CUTR), and the Community Sustainability Partnership Program (CSPP) on a variety of areas of safety concern. The overall goal was to investigate the safety issues and recommend interventions that would mitigate as well as provide more mobility options to strengthen neighborhood cohesion and invite economic investment. Kimley-Horn was hired by the Bay Park Conservancy to evaluate, design, and implement “quick build” bicycle/pedestrian facilities at Sarasota's future bayfront park, The Bay, which is currently under construction. The facilities provide an interim “tactical urbanism” approach and will help inform park leadership of appropriate street and intersection treatments as the park is built-out.

Bring Your Party Hat! 5:00 PM

- Awards Ceremony