

## CHAPTER 4: PUBLIC ENGAGEMENT

Public and stakeholder engagement provided a better understanding of safety conditions and challenges throughout the Capital Region by providing context to the data driven safety analysis. Through robust and ongoing coordination with local Community Traffic Safety Teams (CTSTs), relevant stakeholders, and the public, locations of perceived safety concerns and citizen-recommended improvements were identified. This feedback was incorporated into the project prioritization which is described in Chapter 5. Engagement materials and survey results can be found in Appendix B.

### ENGAGEMENT

The engagement approach for the Safety Action Plan was focused around four strategies:

#### TASK FORCE: COMMUNITY TRAFFIC SAFETY TEAMS (CTST)

The CTSTs from each of the four counties in the Capital Region were identified as the task force charged with the plan's development, implementation, and monitoring once adopted. Coordination with the CTSTs was ongoing to provide updates, coordinate on project recommendations, and gain insight into needs for each of the counties. The CTSTs' involvement and input heavily shaped the Safety Action Plan, most notably when it comes to specific projects on unsafe corridors throughout the region, found in Chapter 5. The CRTPA sought consistent feedback on project lists from the CTSTs to ensure that recommendations were consistent with each county's needs when it comes to roadway safety.

#### CRTPA Safety Action Plan Engagement Approach



**Task Force**



**Public Engagement**



**Relevant Stakeholders**



**Virtual Tools**

### PLANNING STRUCTURE / TASK FORCE

- ◆ Leon County Community Traffic Safety Team
- ◆ Gadsden County Community Traffic Safety Team
- ◆ Jefferson County Community Traffic Safety Team
- ◆ Wakulla County Community Traffic Safety Team

CTSTs are comprised of local highway safety advocates committed to solving traffic safety problems. The teams seek to increase traffic safety by reducing the number of traffic crashes and traffic related fatalities as well as the number and severity of traffic related injuries. The teams are multi-jurisdictional and contain members from city, county,

state, and occasionally federal agencies, as well as private industry representatives and citizens. Through coordinating and working together with interested citizens and other traffic safety advocates within their communities, the CTSTs help to solve local traffic safety problems and promote public awareness of traffic safety best practices through campaigns that educate drivers, motorcyclists, pedestrians, and bicyclists. Their role in promoting roadway safety ensures that they will be strong implementation partners in selecting safety focused projects and acquiring funding, whether that be from local, state, or federal funding sources and programs, including SS4A. The CRTPA often attends, and even facilitates, the CTST meetings in each county, providing an opportunity to provide regular updates on Action Plan progress. The CTSTs, in conjunction with the overarching CRTPA Board, provides a structure for monitoring that includes local officials and technical experts from across the region. As of 2025, the CRTPA has worked with several partners from the CTSTs to implement safety-related plans and projects, including each of the counties (Gadsden, Jefferson, Leon, and Wakulla), the City of Tallahassee, Blueprint Intergovernmental Agency, and the Florida Department of Transportation District 3; all of which are agencies that participate as members of the CTSTs serving as this plan's Task Force.

### RELEVANT STAKEHOLDERS: PROJECT IDENTIFICATION

Relevant stakeholders from local agencies and the universities were contacted to assist with project identification and development. These stakeholders were selected due to their agency's responsibility for developing and funding projects from planning through construction. Coordination was ongoing through the process to ensure that stakeholders understood what the Safety Action Plan is, what the SS4A program requirements are, and project eligibility for grant funding. This stakeholder coordination established a general understanding of the program so that local partners will be prepared to apply for SS4A funding via Implementation Grants in the future.

### STAKEHOLDERS

- ◆ Florida Department of Transportation District 3
- ◆ City of Tallahassee Public Infrastructure Engineering
- ◆ Leon County Public Works
- ◆ Blueprint Intergovernmental Agency
- ◆ Florida State University – Transportation & Parking Services, Facilities
- ◆ Florida A&M University – Facilities,





## PUBLIC ENGAGEMENT: POP-UP EVENTS + VIRTUAL MEETING

Pop-up events were identified early in the process as a strategic and innovative opportunity to gain feedback from the public. Due to the largely rural nature of the Capital Region, traditional engagement events are often underattended and yield little feedback. In an effort to address this, several large community events were selected that draw residents from around the region. The pop-up events included the use of a spinning wheel, prizes, and project promotional materials to attract interest and encourage participation in a project survey.

### POP-UP EVENTS

- ◆ **Tallahassee Winter Festival**
  - ◆ Saturday, December 3, 2022, 3 - 10 pm
- ◆ **Havana Winterfest**
  - ◆ Saturday, December 9, 2022, 10-3 pm
- ◆ **Tallahassee Marathon Expo**
  - ◆ Saturday, February 4, 2023, 12-5 pm
- ◆ **Dirty Pecan Bicycle Ride**
  - ◆ February 2023
  - ◆ Sent survey + promotional materials to participants in lieu of tabling

In addition to pop-up events, a virtual meeting was held via Microsoft Teams on Thursday, June 15, 2023, to give a final update on the status of the Safety Action Plan. This was done to allow the public and stakeholders the opportunity to participate from anywhere throughout the Capital Region and allowed an opportunity for questions and comments.



Pop-up event at Havana Winterfest in December 2022.



Pop-up event at Tallahassee Winter Festival in December 2022.

### VIRTUAL MEETINGS

- ◆ **Final Informational Update**
  - ◆ Thursday, June 15, 2023, 6-7 pm



## VIRTUAL TOOLS: PUBLICCOORDINATE + SURVEY

An interactive mapping tool, PublicCoordinate, and a survey were created at the beginning of the project and were made available to the public throughout plan development. This was done to allow a variety of options for input that the public could access at their leisure, whether that be at the event or at a later time. These tools were designed to be interactive and simple, allowing members of the public to voice any concerns via multiple choice and open-ended response questions, which were offered in both English and Spanish languages. The mapping tool was used to identify locations that were perceived as unsafe to supplement the data analysis and HIN when identifying safety challenges in the Capital Region.

### VIRTUAL TOOLS

- ◆ PublicCoordinate Mapping Tool
- ◆ Survey (Spanish and English)

## Public Feedback

Through the Safety Action Plan engagement approach, a clearer understanding of the public's safety concerns when it comes to the Capital Region's transportation network emerged. The graphic below summarizes results from the survey.

A review of the comments received as part of the survey and through the PublicCoordinate mapping revealed five common themes identified by the respondents. These included:

- ◆ Bicycle and pedestrian facilities needs
- ◆ Public transportation needs
- ◆ Unsafe conditions for multimodal users
- ◆ Law enforcement
- ◆ Distracted drivers

This feedback was reviewed, and any locations identified through the survey or PublicCoordinate were mapped for use as criteria in the project prioritization process described in Chapter 5.

**591** Total Survey Respondents

**125** Comments Received

### Survey Respondents by County

- ◆ Gadsden – 16%
- ◆ Jefferson – 1%
- ◆ Leon – 70%
- ◆ Wakulla – 2%
- ◆ Other – 11%

**17**

Unique locations identified through PublicCoordinate as a safety concern or in need of multimodal facility improvements

**5** Spanish Surveys Completed

**29%**

Survey respondents who identified as Black, Hispanic/Latino, Asian, American Indian, or Multiracial

Approximately **37%** of respondents felt only moderately safe or worse when traveling through the region.

**8-9%** of respondents reported their primary mode of transportation as biking, walking, ride-share, or transit.

