

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

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.

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.

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, Planning, Construction, & Safety



Spinning wheel for pop-up events.



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



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 event at Havana Winterfest in December 2022.

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



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

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.

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
- ◆ Law enforcement
- ◆ Public transportation needs
- ◆ Distracted drivers
- ◆ Unsafe conditions for multimodal users

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.

