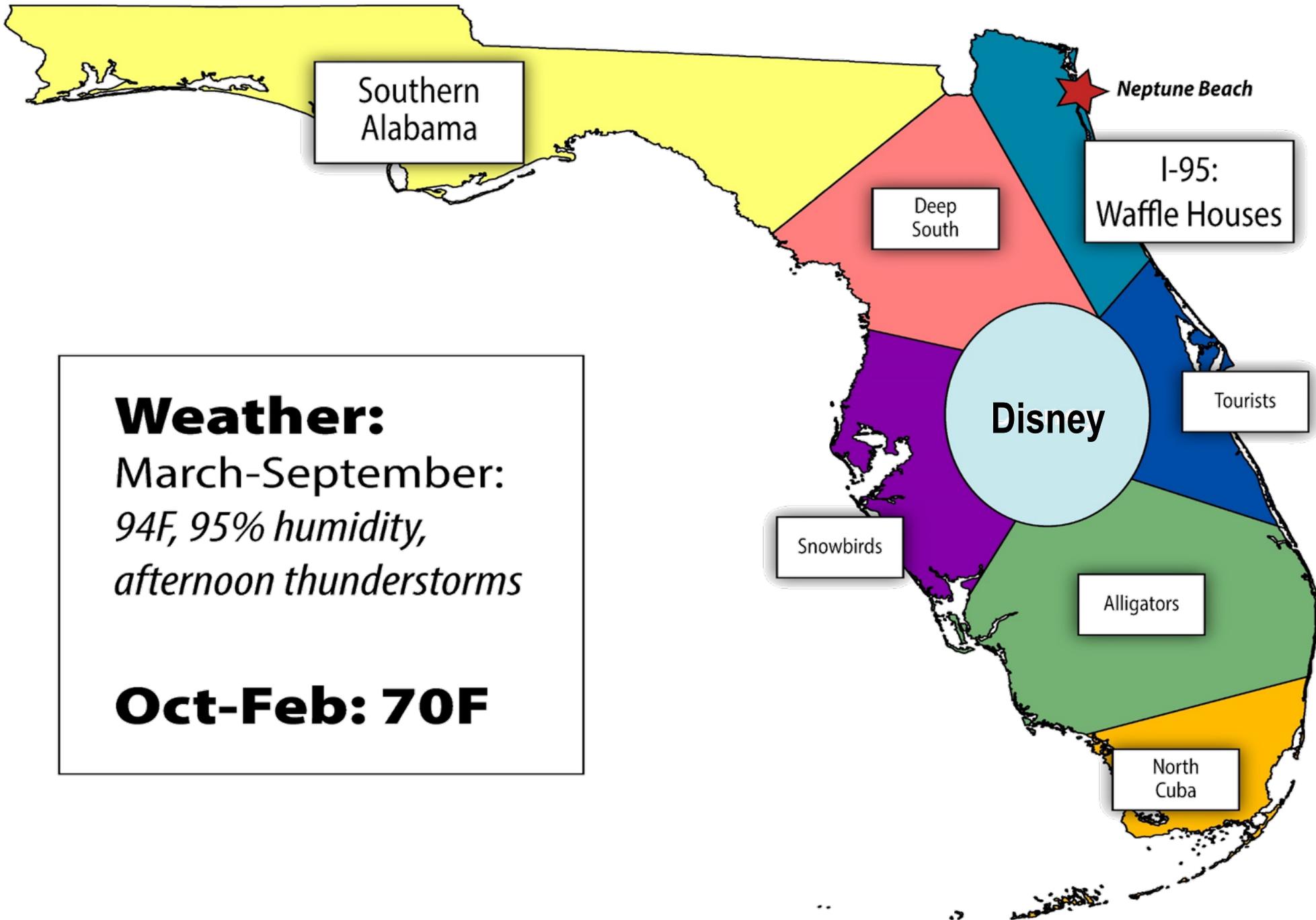
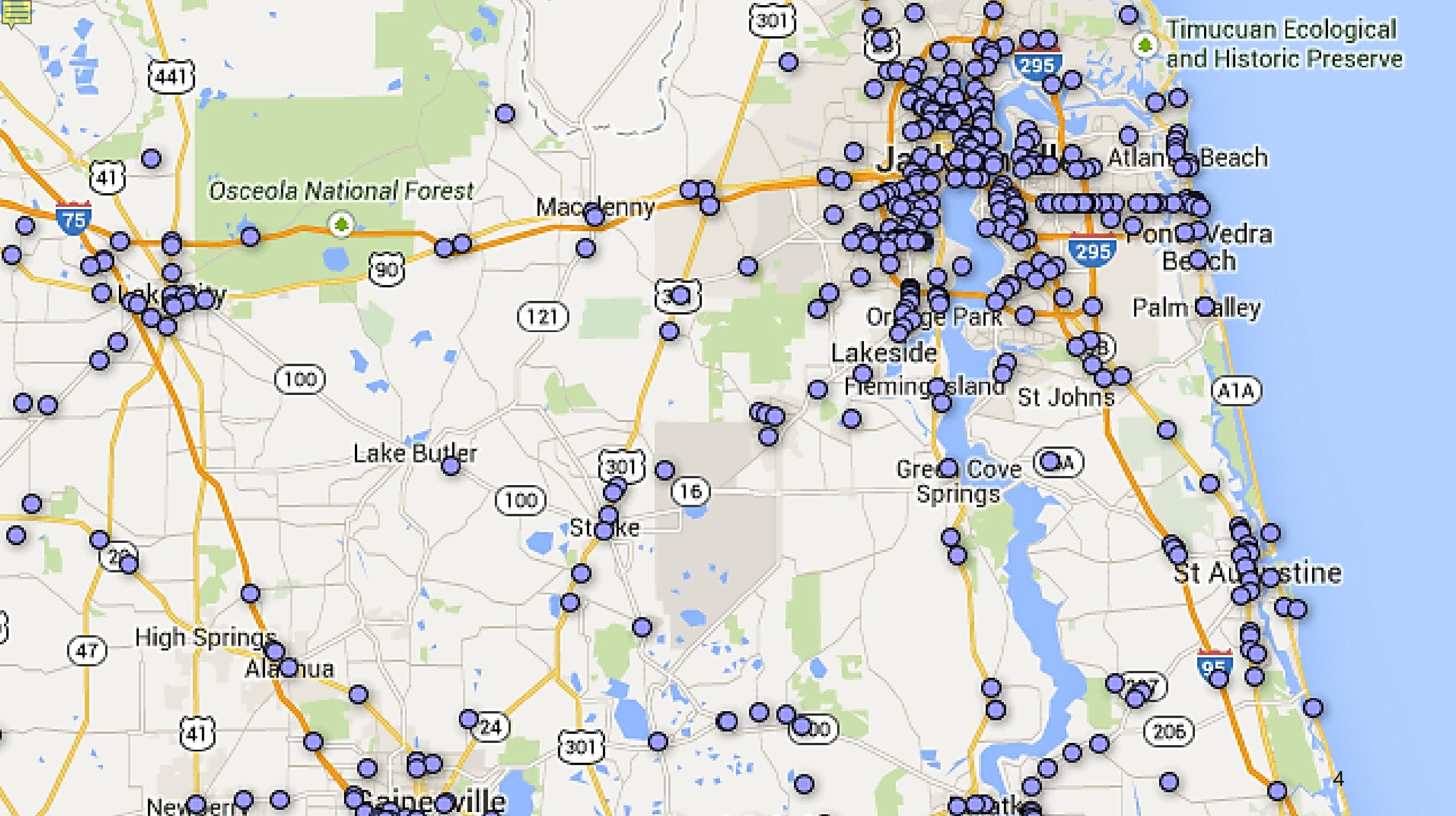




City of Neptune Beach, FL

Scalable Approach for Smaller Communities
Fred Jones
fredjones@nbfl.us





Timucuan Ecological and Historic Preserve

Osceola National Forest

Atlanta Beach

Macedenny

Jacksonville

Ponce de Leon Beach

Lake City

Palm Valley

Orange Park

Lakeside

Fleming Island

St Johns

Lake Butler

Green Cove Springs

Stoke

St Augustine

High Springs

Alachua

Newberry

Gainesville

Palmdale

Metro's Ranked By Pedestrian Danger Index (PDI)

2019 Rank	Metro Area	Pedestrian Deaths (2008-2017)	Annual Pedestrian Fatalities per 100,000	2019 Pedestrian Danger Index
1	Orlando-Kissimmee-Sanford, FL	656	2.82	313.3
2	Deltona-Daytona Beach-Ormond Beach, FL	212	3.45	265.4
3	Palm Bay-Melbourne-Titusville, FL	165	2.94	245.0
4	North Port-Sarasota-Bradenton, FL	194	2.58	234.6
5	Lakeland-Winter Haven, FL	162	2.54	230.9
6	Jacksonville, FL	419	2.94	226.2
7	Bakersfield, CA	247	2.83	217.7
8	Cape Coral-Fort Myers, FL	148	2.17	217.0
9	Tampa-St. Petersburg-Clearwater, FL	900	3.07	204.7
10	Jackson, MS	111	1.92	192.0

Source: Smart Growth America; Dangerous by Design, 2019



HOME/NEWS
Law & Order: 2 pedestrians struck, killed

Pedestrian killed on Arlington Expressway downtown

News Staff, First Coast News 9:03 a.m. EDT August 22, 2015

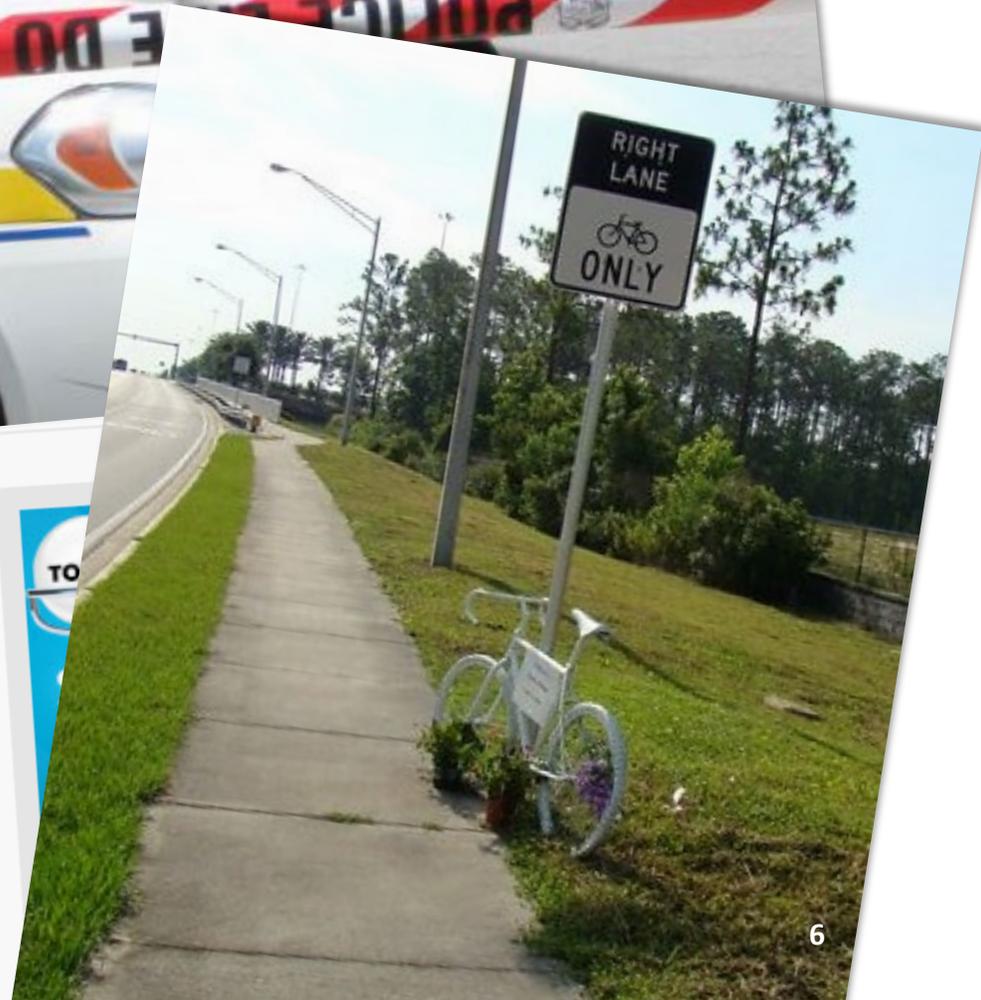


(Photo: FCN)

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JACKSONVILLE, Fla. — A pedestrian was struck and killed while crossing Arlington Expressway early Saturday morning, according to the Jacksonville Sheriff's Office.

Authorities have not released the name of the victim, or any other information about them. Police said they... that struck the pedestrian.





Goals

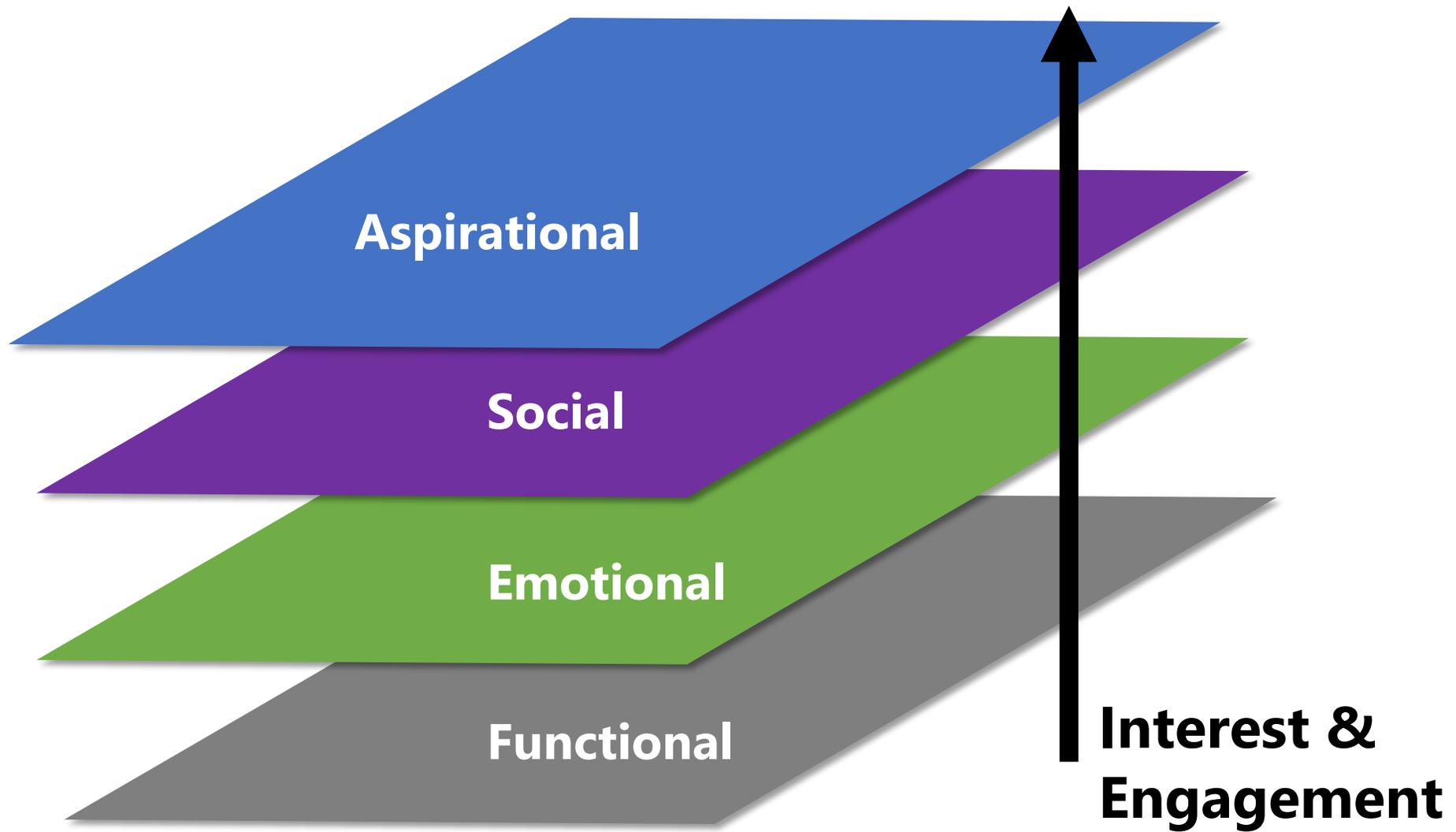
- **Get us off the list!**
- **Rethinking infrastructure as “placemaking”**
- **Establish a doable CIP with accountability and measures of success**





Aspirational Communication

- **ID champions and adversaries**
- **Focus on messaging and storytelling that resonates**
- **Small demonstration projects**



Policy Framework

- **Building “network of opportunity”**
- **Incorporate into all phases and processes**
- **Rely on existing guidance and toolkits**
- **“High Need Areas”**



Implementation and Accountability

- Minimal **Exceptions**
- Straight forward performance measures and reporting
- Build “Complete Streets CIP” and implement via general fund, parking revenues, grants, agency partnerships



Great messaging isn't what we want to say—
it's what people want to hear consistent with
who we are.