ABOUT

Bike/Walk Tampa Bay (BWTB) is a regional coalition of citizens, advocates, professionals and allied organizations coming together to improve walkability and bikeability in the Tampa Bay region. The coalition was formed by a partnership among the Community Traffic Safety Teams of Tampa Bay, Florida Department of Transportation, New North Transportation Alliance, St. Petersburg Downtown Partnership, Tampa Downtown Partnership, Tampa Bay Area Regional Transportation Authority, Westshore Alliance, Hillsborough County MPO and Pinellas County MPO.

Many organizations, transportation agencies, businesses and non-profits have been working towards this goal, but a clear and consistent message across all stakeholders is still needed to create a true culture change. The nine founding partner organizations came together to engage and empower local communities and stakeholders to achieve our region’s vision for a better future of walking and bicycling.

BWTB’s mission includes:

- Harnessing the collective power of the five “E’s” — education, engineering, enforcement, encouragement, and evaluation — to make the Tampa Bay region more walkable and bikeable
  - Aggregating all bicycle- and pedestrian-related information
  - Improving safety and awareness by telling the story of why bicycling and walking benefit everyone in the Tampa Bay area

Our community has many active players that seek to create a safer and more enjoyable environment for biking and walking in the Tampa Bay region. This update takes a look at our challenges and highlights recent accomplishments.
MEET OUR CHANGE AGENTS

Members of our inaugural advisory board of directors were chosen for their passion, expertise and commitment to making Tampa Bay a safe place to walk and bike. Our board members are involved community members who will take on advisory roles to help us achieve our safety goals.

CHAIR
Jane Castor is a Tampa native who attended the University of Tampa, where she earned a Bachelor of Science degree in Criminology. She also holds a Master of Public Administration degree from Troy State University. She served 31 years in the Tampa Police Department, becoming its first female chief in 2009, before retiring in May of 2015. She is the proud mother of two teenage boys.

VICE CHAIR
Kent McWaters started his career with FDOT in 1986 and has more than 29 years of Florida transportation engineering experience managing a wide variety of FDOT, local government and private infrastructure projects. He is an avid cyclist and member of the Palm Harbor-based Suncoast Cycling Club. He logs 500+ miles per month, primarily on the Pinellas Trail, Suncoast Trail and Starkey Park Trail. He has served as Project Manager and Engineer of Record for numerous stand-alone sidewalk and trail projects.

Lauren Brooks has significant experience in both the transportation and environmental planning sectors of the Tampa community. She received her Master of Urban and Regional Planning degree in 2004 from FSU. She regularly develops and manages pedestrian/bicycle/transit studies and plans and corridor and sub-area plans (including neighborhood mobility audits), supporting projects for MPOs, FDOT, and local planning agencies.

Craig Fox is currently a student at the University of South Florida, pursuing a master’s degree in Civil Engineering. He regularly commutes by bike to work. He is an active member of his local Toastmasters Club and enjoys exploring Tampa Bay’s trails with his wife, going to the beach, and learning about astronomy and quantum physics.

Debra Kleesattel has a Ph.D. in Gerontology from the University of Kentucky and has lived in Tampa for 10 years. She is an Army brat and the wife of a military veteran. She works for Humana, Inc., and is currently coordinating the partnership development and community collaborative initiatives through the Tampa Bay Health Advisory Board to help make healthy living easier in Tampa Bay.
Jeff Johnson has worked with AARP Florida since 2000 and was named State Director on an interim basis in October 2010, then permanently in February 2012. He joined AARP after working in public relations, marketing, and sales, most recently with the Tampa Bay (then) Devil Rays. He lives in St. Petersburg with his wife and daughter.

Ben Montgomery is an enterprise reporter for the Tampa Bay Times. He is also co-founder of the Auburn Chautauqua, a writers’ collective. His stories have appeared in national magazines such as PARADE and Seventeen and he has contributed to NPR’s Radiolab. He has taught narrative journalism at the Poynter Institute for Media Studies. He currently lives in Tampa with his wife and three children.

Randy Mhyre is the owner of Oliver’s Cycle Sports and is a founding member of SWFBUD (South West Florida Bicyclists United with Dealers). He has learned that all riders want to be able to ride safely and know that they and their loved ones are respected on the road. He is confident that being involved with Bike/Walk Tampa Bay will continue the journey toward improving our community.

Carrie Waite is the President and Founder of the St. Petersburg Bike Co-op, President of the St. Petersburg Shuffleboard Club and one of the organizers of the St. Pete Tweed Ride. When she is not out on her bike or shuffleboarding, she regularly helps produce videos of some of the Bay area’s best local bands for the award-winning radio show “Grand National Championships” on WMNF 88.5 FM.

Rob Zimprich is the Chief Financial Officer at University Area Community Development Corporation. He is a recreational cyclist and runner and enjoys anything outdoors: fishing, kayaking, boating, and motorcycling. He resides in Largo with his wife Tam and is passionate about children’s education and safety, cancer awareness and volunteering in his community.
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At least one pedestrian or bicyclist is killed every week in Tampa Bay.

From 2011 to 2015, 182 people were killed on foot, and 48 people were killed on bicycles in Hillsborough and Pinellas counties combined. Pedestrians and bicyclists are most vulnerable at night, as four out of five fatalities happen after dark. Adult men are most likely to be involved in these fatal crashes. However, men and women of all age groups are at risk.

The Bike/Walk Tampa Bay (BWTB) coalition is a cross-collaborative effort among community organizations to meet this urgent challenge. Walking and bicycling are healthy activities; as a community, we can embrace them as we take the necessary steps to protect pedestrians and bicyclists, promote positive change, and improve quality of life for all travelers.

Through education, engineering, enforcement, encouragement, and evaluation, BWTB aims to pave the way for safe travel in the Tampa Bay region.
Encouragement

Inspiring the region’s communities to bike and walk with awareness and courtesy through events, programs and activities. Encouraging everyone to participate in biking and walking supports public health and positive social change.

Education

Increasing knowledge and understanding so everyone is able to walk, bike and drive safely. Education gives people the tools to navigate both the laws and the streets.

Engineering

Promoting better transportation design to create streets that everyone can use easily and safely. The right design encourages the right behavior.

Evaluation

Documenting outcomes, attitudes and trends through facts and data. Evaluation tracks progress throughout the region and ensures accountability among local agencies and stakeholders.

Enforcement

Partnering with law enforcement agencies to revitalize good behavior among drivers, cyclists and pedestrians. Enforcement reinforces and supports educational programs and messages that improve public safety.
PUTTING WALKING AND BIKING FIRST THROUGH EDUCATION

A STAKEHOLDER IN BICYCLE SAFETY

Bicycle safety education teaches people who travel by bike how to navigate the roads in ways that minimize risk and make their actions predictable to other vehicles. Bike/Walk Tampa Bay offers free BikeSmart classes to the public. Upon request, a certified instructor will teach safe cycling in an informal, interactive classroom setting. The class provides instruction and guidance in the basic principles of vehicular bicycling including the ABC quick check, Florida bicycle laws, and road etiquette. Bike lights and safety gear are provided to participants upon completion of the one-hour class. BikeSmart Tampa Bay prioritizes classes for people who rely on their bicycles for transportation instead of a car.

A new group of instructors were recently certified through the League of American Bicyclists and given the title “League Cycling Instructor” (LCI) upon passing prerequisite training and completing a three-day seminar. Julie Bond, a certified LCI and the Bike/Walk Tampa Bay Program Director, organized and hosted the seminar on the University of South Florida’s Tampa campus in Hillsborough County. “We want to get more trained instructors in the area to teach bicycle safety courses,” she said. “It’s important to everyone in our community that people who bicycle in the Tampa Bay area ride smart.”

A STAKEHOLDER IN PEDESTRIAN SAFETY

Since 2010, WalkWise Tampa Bay has given more than 1,400 live, interactive presentations to Bay area neighborhood associations, civic groups and shelters and has distributed safety information to more than 500 area businesses along high-crash corridors in Hillsborough and Pinellas counties combined.

Each participant receives a free reflective backpack or bike light. Attendees take the WalkWise Tampa Bay pledge to walk safe and promise to help loved ones do the same; more than 40,000 people have taken the oath to date, reminding Floridians that safety starts with them.

According to WalkWise Tampa Bay Program Director Julie Bond, the program has increased participants’ knowledge of laws and safety.

WalkWise Tampa Bay is managed by University of South Florida’s Center for Urban Transportation Research and funded by the Florida Department of Transportation District Seven.
The City of St. Petersburg’s pending projects include trail improvements and improvements to bicycle routes and facilities. The Pinellas Trail, Bayway Trail, Historic Booker Creek Trail Loop and the Treasure Island Causeway Trail are all undergoing construction in the upcoming year. Portions of the pavement on the Pinellas Trail will be rehabilitated in western St. Petersburg and the Downtown, Edge, Warehouse Arts and Residential regions. Improvements to the trails and the bike facilities include a two-way separated bicycle path, bike racks, benches and trees. Bicycle parking will also be added or enhanced at schools and local parks and across the City of St. Pete.

More improvements include implementing a Coast Bike Share program. The Mayor’s Bicycle Pedestrian Advisory Committee will determine potential locations for the bike share stations with input from the public. Lucas Cruse, Bicycle Pedestrian Coordinator for the City of St. Petersburg, noted the value of public input in the planning process: “This will be a chance to introduce the entire program to folks that may not have been involved in the planning to date, but will be neighbors to the bike share stations and potential users of the bikes.”

Tampa’s “Cycle the City” event celebrated the completion of Hillsborough County’s new two-way cycle track, the first protected bike lane in the city. The track starts downtown on Cass Street at Perry Harvey, Sr. Park and ends at the Tampa Riverwalk. The two-way bike lane is painted with bright green shared-lane markings (sharrows) that make the track visible to motorists, and bicycle traffic signals were installed at intersections to improve communication between drivers and cyclists.

The track currently is approximately three quarters of a mile long, but Mayor Bob Buckhorn is well-supported in his vision to continue to build bicycle infrastructure that forges more connections to the Tampa Riverwalk, which will allow people to travel back and forth to Downtown Tampa by bike from a variety of locations.

Hundreds of area residents gathered with Mayor Buckhorn before riding on the track for the first time. “All the best days are yet to come; we have not written the final chapter of Downtown Tampa,” said Buckhorn. “A big thanks to the engineers and City staff and, most importantly, to all of you who believed in the capacity of this to be a part of the city.”
HIGH VISIBILITY ENFORCEMENT

HVE

Local enforcement efforts have increased significantly in the first half of 2016 as agencies receive HVE funding from FDOT. Funded agencies are equipped to spend more time on traffic education and safety. High Visibility Enforcement is a three-phase approach to pedestrian safety that begins with education in phase one, warnings in phase two, and citations in phase three.

The Hillsborough County Sheriff’s Office, Temple Terrace Police Department and USF Police Department increased warnings in phase two from 620 in 2015 to 3,017 in 2016. The Pinellas Park, Largo and St. Petersburg Police Departments joined the Clearwater Police Department and Pinellas County Sheriff’s Office in January for phase three, increasing the number of citations from 4 in 2015 to 506 recorded citations in 2016.

Each agency focuses its resources on areas that present the greatest opportunity to reduce injuries and fatalities: “The goal of this high visibility enforcement campaign is to improve the safety on Pinellas Park roadways for pedestrians, bicyclists, and motorists. It is our goal to accomplish this through education and warnings but officers will issue citations with civil fines when appropriate,” said Sergeant Tai Ku, the Special Operations Supervisor at the Pinellas Park Police Department. “One injury or death that is prevented makes our efforts meaningful.”

Police bicycle squads, also known as bike patrols, are designed to put officers on the streets to interact with citizens. Police officers are able to observe more details at slower paces and bike patrols are proven to reduce crime rates in urban environments. Law enforcement in both Hillsborough and Pinellas counties have adopted this on-the-ground safety strategy. The St. Petersburg and Tampa Police Departments are examples of departments that have recently introduced bike patrols to their cities.

The University of South Florida Police Department has a bicycle squad as well, a Special Deployment Unit on the Tampa campus in Hillsborough County. People are more likely to interact with officers on bikes because the officers are visible and accessible. “Research finds that an officer on a bike is more approachable,” says USF Police Lieutenant Marty King. The Bicycle Squad is an important part of the “community-oriented aspect of what we do,” Lt. King says. “One of the main goals of the Special Deployment Unit is to make the USF Campus a safe environment for those who traverse the area on bicycle and foot. Our community is always encouraged to stop and speak with our bike officers as they see them throughout the campus.”

LAW ENFORCEMENT

BICYCLE SQUADS

The track is approximately a three-quarter mile long, separated bicycle path, bike racks, benches and trees. Bicycle parking will also be added or enhanced at schools, local parks, and across the City of St. Petersburg. More improvements include implementing a Coast Loop, and the Treasure Island Causeway Trail are connections to the Riverwalk allow people to travel through the campus.

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Cyclists, unicyclists, tandem-bicyclists and people out for a Sunday walk strolled and rolled through Temple Terrace in Hillsborough County for the city’s annual Cyclovia celebration. It seldom feels so easy to ride a bike on busy roads, but Cyclovia is a chance for people to take 56th Street back for a day.

Temple Terrace residents and other local citizens enjoyed food, water and reflective safety gear. Sam’s Bike Worx filled cyclists’ tires with free air. Bike/Walk Tampa Bay gave away helmets and bike lights with reflective WalkWise bags. Safe Routes to School Tampa Bay Coordinator Lucy Gonzales, along with other Bike/Walk Tampa Bay volunteers, fit more than 140 adults and children for helmets.

City Manager Charles Stephenson commented on the success of the event: “It’s great to see everyone out celebrating, riding and walking. Cyclovia is about having a right to the streets, but it’s also about getting up, getting active and having a good time.”

Bicycle Friendly Businesses (BFBs) support employees and customers who choose to travel by bicycle. Safety is a primary concern of BFBs, and those who have earned the title have installed bike racks and given employees bicycle safety training to create a safe and welcoming atmosphere for bicyclists. The efforts of the Downtown Tampa business community have been recognized nationally by the League of American Bicyclists, which ranked Tampa the #1 Bicycle Friendly Business City in Florida.

Tampa Area businesses can apply to become bicycle-friendly through Bike Friendly Tampa (BFT). Bike Friendly Tampa is a business certification program for merchants that demonstrate commitment to supporting cycling and is sponsored by Tampa Downtown Partnership’s Tampa BayCycle Program, the City of Tampa, Florida Department of Transportation and Pedal Power Promoters.

Karen Kress, Tampa Downtown Partnership Director of Planning and Transportation, says cycling has increased as a result. “There has been so much pent-up demand for safe cycling conditions in Tampa. Now that great strides have been made by local governments, we are thrilled to see how many people are exploring downtown from the saddle.”
PUTTING WALKING AND BIKING FIRST THROUGH EVALUATION

VISION ZERO

Vision Zero is an approach to transportation policy that prioritizes pedestrian and cyclist safety. The Hillsborough County Metropolitan Planning Organization (MPO) Board approved a budget and tentative Vision Zero work plan for 2016-2017. The MPO Policy Committee has scheduled four workshops over the next year to determine the components of Vision Zero and to craft a plan that works for Hillsborough County.

Safety is a major priority in Pinellas County as well, and the Pinellas County MPO is initiating a pilot Vision Zero approach for the Gulf Boulevard corridor in an attempt to eliminate fatalities and reduce the severity of crashes. Whit Blanton, Executive Director of the Pinellas Planning Council (PPC) and Pinellas County MPO emphasizes the PPC/MPO’s focus on safety: “We want our visitors and residents who use Gulf Boulevard to enjoy our beach communities and feel safe when they are walking, cycling, or crossing the street. Vision Zero will employ the tools of engineering, education, encouragement, enforcement and evaluation to help us focus resources and attention on making the Gulf Boulevard corridor safer for everyone.”

BIKE/WALK DATA ANALYSIS

The FDOT recently purchased data from Strava, an application used to chart users’ nonmotorized travel via GPS. Floridians who choose to walk, run or bike to commute, exercise or enjoy the scenic route can use the free Strava application to track their paths.

Strava data provides FDOT with the opportunity to understand pedestrian and cyclist traffic patterns. These patterns are important to FDOT’s ability to build safe and convenient infrastructure. Strava aggregates nonmotorized routes and analyzes which are preferred, and all personal information is removed to protect anonymity. Data indicate where Strava users speed up or slow down or where crosswalks are or are not used.

Insights gained from this cost-effective and efficient way to gather data will help FDOT understand what pedestrians and cyclists need and want. Strava increases FDOT’s ability to evaluate the safety of local infrastructure based on the choices nonmotorized travelers make in locations across the Tampa Bay Area.
MEET OUR COMMUNITY PARTNERS

Bike/Walk Tampa Bay partners with local businesses, nonprofit organizations, law enforcement agencies and public entities working together to make the region bikeable, walkable and safe.

LAW ENFORCEMENT AGENCIES
- Clearwater Police Department
- Largo Police Department
- Hillsborough County Sheriff’s Office
- Pinellas County Sheriff’s Office
- Pinellas Park Police Department
- St. Petersburg Police Department
- Tampa Police Department
- Temple Terrace Police Department
- Treasure Island Police Department
- University of South Florida Police Department

PUBLIC ENTITIES
- Barrier Islands Governmental Council (“Big C”)
- Center for Urban Transportation Research
- City of Clearwater
- City of Largo
- City of St. Petersburg
- City of Tampa
- City of Temple Terrace
- HART
- Hillsborough County Bicycle Pedestrian Advisory Committee
- Hillsborough County Government
- Hillsborough County MPO
- Hillsborough County School District
- Pasco County Bicycle Pedestrian Advisory Committee
- Pinellas County Bicycle Pedestrian Advisory Committee
- Pinellas County Government
- Pinellas County MPO
- Pinellas County School District
- PSTA
- St. Petersburg Mayor’s Bicycle Pedestrian Advisory Committee
- University of South Florida: Tampa
- University of South Florida: St. Petersburg

ADVOCACY / NON PROFIT
- AARP
- Connect Tampa Bay
- Florida Bicycle Association
- Florida Greenway & Trails Foundation
- God’s Pedal Power Ministry
- Green Artery
- Gulf Beaches Rotary
- John Hopkins All Children’s Hospital
- More Health, Inc.
- New Tampa Rotary
- Partners in Obesity Prevention
- Pinellas Hope
- Pinellas Safety Harbor
- Pinellas Trails, Inc.
- RCS Grace House
- Shift St. Pete
- Southwest Florida Bicycle United Dealers
- St. Joseph’s Hospital Child Advocacy Center
- St. Pete Bike Co-Op
- Tampa General Hospital
- The Well Tampa
- ULI Tampa Bay
- University Area Community Development Corp
- Walk Bike Tampa

LOCAL BUSINESSES
- Anise Global Gastrobar
- Bamboozle Cafe
- Bamboozle Tea Lounge
- Blind Tiger Cafe
- Buddy Brew Coffee
- Cafe Dufrain
- Cigar City Brewing (Westshore)
- Cigar City Cider & Mead (Ybor)
- City Bike
- Coast Bike Share
- Columbia Cafe at History Center
- Cry Baby Cafe
- Duckweed Urban Grocery
- Enterprise CarShare
- European Wax Center
- Felicitious Coffee & Tea
- Ferg’s Live
- Ginger Beard Coffee
- Hablo Taco
- Holy Hog BBQ
- Inside the Box Cafe & Catering
- J Steele Olmstead, P.A.
- Kaleisia Tea House
- Moxie’s Cafe & Caterer
- Old Tampa Book Company
- Oliver’s Cycle Sports
- Penn’s Cycling Sports
- Spain Restaurant & Toma Bar
- Splitsville
- Tampa Pizza Company
- Tindale Oliver & Associates
- Ulele
- Urban Juice
- Velo Champ Cyclesports
- Veya Fit Spa
- YMCA (Downtown Tampa)
- Zudar’s
MOVING THE REGION FORWARD

There are many active programs and initiatives that promote a safe and enjoyable pedestrian and bicycle culture in the Tampa Bay Area. The programs below catalog the region’s current work and illustrate Bike/Walk Tampa Bay’s role as a resource in the Tampa Bay Area to support and expand these efforts.

**Education**
- Alert Today Alive Tomorrow - Statewide Safety Awareness Campaign
- Bicycle Helmet Fitting Certification Program
- Gulf Boulevard Key to Safety Tip Cards for Hotels
- Hillsborough County MPO Teen Video Contest
- League Cycling Instructors (LCI) Certification Courses
- Safe Routes to School Tampa Bay Education Program
- Teen Traffic Safety Education Program to Supplement Public School Driver’s Education Curriculum
- WalkWise and BikeSmart Tampa Bay Education Programs

**Engineering**
- 50th Street Pedestrian Safety Crosswalk Project (Hillsborough County)
- Bicycle Fix-It Station Network (NNTA / Tampa Downtown Partnership)
- Boy Scout Boulevard Bike/Ped Safety Enhancements (FDOT)
- Cass Street “Green Spine” Protected Bike Lane Project (City of Tampa)
- Courtney Campbell Trail (FDOT / City of Tampa / City of Clearwater)
- Fletcher Avenue Complete Streets Project (Hillsborough County)
- Gulf Boulevard Bike/Ped Safety Enhancements (FDOT / Pinellas County)
- New Bicycle Parking Installations (Regional)
- Selmon Greenway (Tampa Hillsborough Expressway Authority)
- Tampa Riverwalk (City of Tampa)
- US 41/N. 40th Street Buffered Bike Lanes Project (City of Tampa / FDOT)

**Encouragement**
- Bicycle Friendly Business, University and Community National Designations
- Carshare Programs (Enterprise Carshare / Zipcar)
- City of Tampa TV “Spotlight” Cycling Films
- City of Temple Terrace Bike with the Mayor Ride
- Coast BikeShare and USF Share-A-Bull
- Cyclovia Downtown Tampa and Cyclovia City of Temple Terrace
- “Do the Local Motion” Downtown Tampa Walking Tours
- One Bus Away Smart Phone Application
- Open Streets St. Petersburg Event
- PSTA and HART Bikes on Buses Programs
- Spoke ‘n Art Installations on Bayshore Boulevard (Tampa)
- University of South Florida (USF) Maps Application
- Walk Bright Phone Application

**Evaluation**
- Bike/Walk Tampa Bay Evaluation Group
- FDOT Strava Data Purchase
- Regional Five “E” Report Card
- Vision Zero Initiatives (Hillsborough and Pinellas Counties)

**New Bicycle and Pedestrian Groups**
- Bike/Walk Tampa Bay, a Regional Coalition
- USF Bicycle Action Committee
- Walk Bike Tampa, Citizens Advocacy Organization

**Enforcement**
- Expansion of Local Police Department Bicycle Squads
- High Visibility Enforcement (HVE) Grants
- “I Give 3-feet” Bumper Sticker Distribution
- “Lights on Bikes” Free Bicycle Light Distribution Campaigns
- “Share the Road” Decals on Police Cruisers
Bike/Walk Tampa Bay brings together the efforts of various community stakeholders that are aligned to create a walkable and bikeable Tampa Bay. Over the next year and beyond, we will continue to facilitate more communication and collaboration among our partner organizations, using the power of the E’s to change the culture of Tampa Bay.

Follow us on: [Facebook] [Twitter] [Instagram]

Visit www.bikewalktampabay.org