

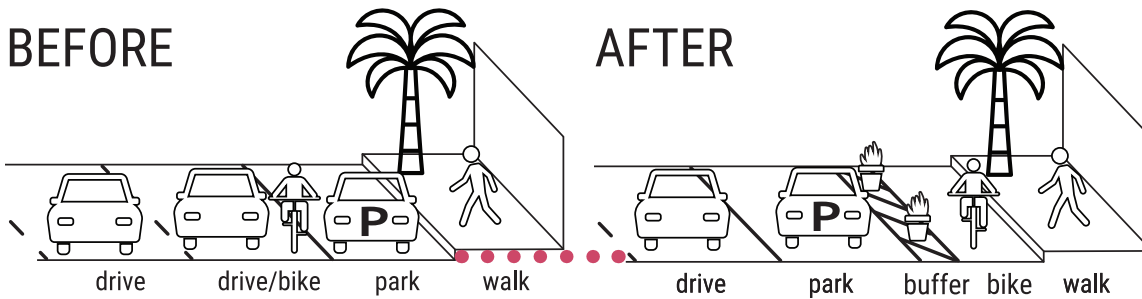
LAS OLAS BOULEVARD SIX-MONTH SAFETY IMPROVEMENTS DEMONSTRATION PROJECT EVALUATION REPORT July 2018



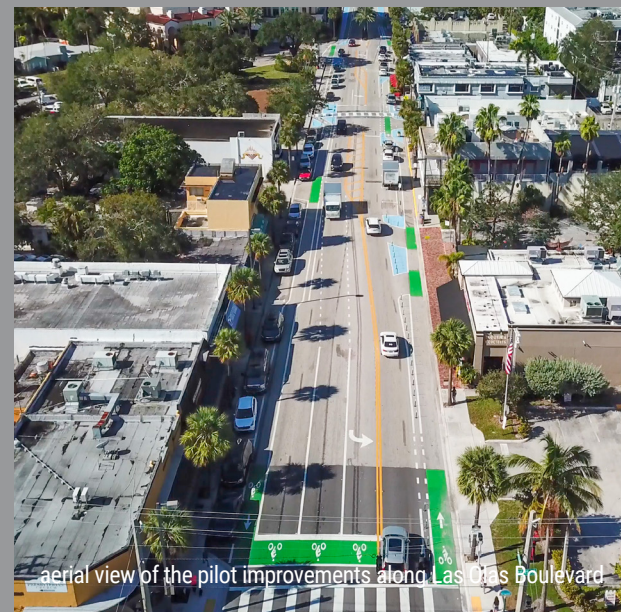
CITY OF FORT LAUDERDALE



A History of the Pilot



The **Las Olas Boulevard Six-month Safety Improvements Demonstration Project** is part of an overall Community Investment Plan that included safety and traffic calming improvements within the Colee Hammock neighborhood. The project derived from the Las Olas Mobility Master Plan completed in 2013. In early 2018, the City of Fort Lauderdale installed temporary improvements, to increase safety and balance the needs of all users. These changes included four high visibility **crosswalks**, additional **pedestrian areas**, **parking-protected** and **buffered bike lanes**, **designated rideshare zones**, and **designated loading zones**. These were achieved by reconfiguring existing travel lanes and on-street parking. Previously, Las Olas Boulevard had no dedicated bicycle facility and its sidewalks were difficult to use because of their narrow width. Las Olas Boulevard was also identified as a 'high crash' corridor, meaning that it is among the streets in Fort Lauderdale where the most people are injured walking, biking, and driving. With its commitment to Vision Zero and to help reduce the number of crashes along the corridor, the City implemented the six-month pilot project.



Las Olas Mobility Study Completed

Construction Begins
(includes Colee Hammock improvements and pilot project)



Vision Zero is a City of Fort Lauderdale initiative in response to neighbors' concerns about the safety of people walking, biking, riding a bus or train, or driving a car. The initiative has placed an emphasis on **improving the safety and connectivity** of the City's transportation network by focusing on reducing all crash-related fatalities and serious injuries on roadways.

What We Set to Accomplish



bike box installation at 15th Avenue

GOALS

Improve safety for all road users

Balance the needs of all road users

Promote economic vitality and community identity

STRATEGIES

Increase safety and balance the needs of our neighbors, businesses, and guests

Reduce delay and speeding along SE 15th Avenue between Broward Boulevard and Las Olas Boulevard while allowing for **safer crossings** and maintaining community identity

Reduce cut-thru traffic and illegal vehicular movements within the Colee Hammock neighborhood

EVALUATION METRICS

Crashes and injuries for motorists, pedestrians, and bicyclists

Volume of vehicles, bus passengers, bicyclists, and pedestrians

Traffic speed and efficiency of traffic flow

Economic vitality including growth in retail activity

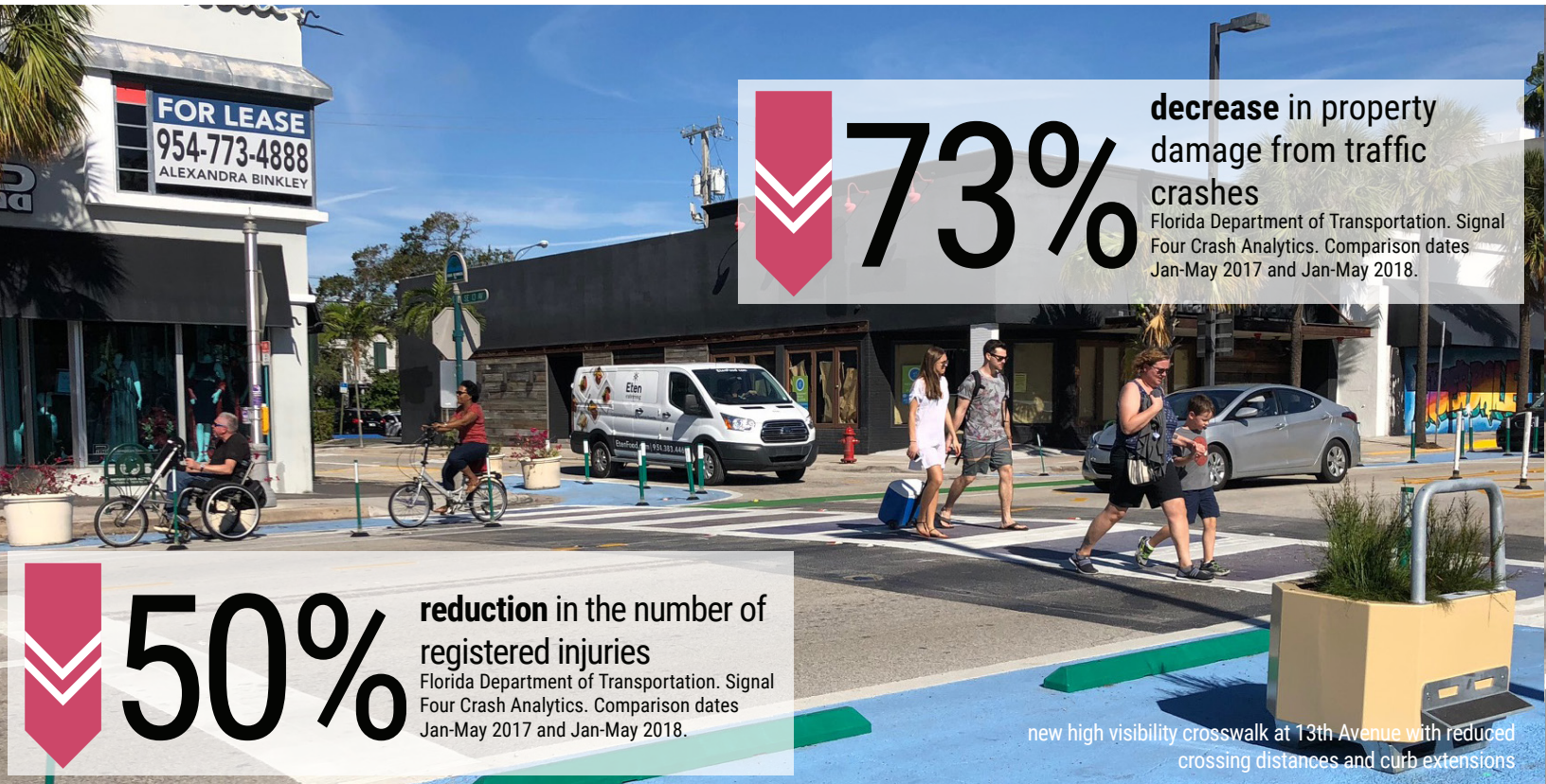
User satisfaction including perceptions of safety and comfort

EVALUATION REPORT

Las Olas Boulevard

This Progress Report evaluates the effectiveness of temporary safety improvements along Las Olas Boulevard using metrics derived from the project's goals of improving safety, balancing users needs, and increasing economic vitality.

Improve Safety



73%

decrease in property damage from traffic crashes

Florida Department of Transportation. Signal Four Crash Analytics. Comparison dates Jan-May 2017 and Jan-May 2018.



50%

reduction in the number of registered injuries

Florida Department of Transportation. Signal Four Crash Analytics. Comparison dates Jan-May 2017 and Jan-May 2018.

new high visibility crosswalk at 13th Avenue with reduced crossing distances and curb extensions

Perceived safety along the corridor increased: Survey feedback reflected a **21% increase** in the number of people biking that felt safe using the corridor. There was also a **7% increase** in the number of people that felt safer while walking on the corridor.

Las Olas Business Neighbor Survey. n=672. Administered May 2018.



21%

reduction in the number of crashes along the corridor and 15th Avenue

Florida Department of Transportation. Signal Four Crash Analytics. Comparison dates Jan-May 2017 and Jan-May 2018

Planning a safe street means helping **pedestrians, bicyclists, drivers, and bus riders** coexist safely so that everyone gets where they need to go. On Las Olas Boulevard changes like dedicated lanes for bicyclists, and clearly marked pedestrian crossings, separate the different types of traffic and make the ride safer and more comfortable for everyone. As a result, we're seeing positive trends: **fewer crashes for everyone, and increased perception of safety** among our most vulnerable users of the street.



educational materials distributed for the pilot project explaining the new design and initiatives

Balance Users Needs



20%

decrease in traffic delays

Las Olas Boulevard Before and After Analysis. Tindale Oliver. June 2018. Data collected March 2017 and May 2018. Average weekday morning, midday, evening peak hours Andrews Avenue to SE 15th Avenue.



27%

decrease in speeding

Las Olas Boulevard Before and After Analysis. Tindale Oliver. June 2018. Data collected March 2017 and May 2018. Average weekday morning, midday, evening peak hours Andrews Avenue to SE 15th Avenue.

protected bike lanes provide comfortable spaces for family to bike along Las Olas Boulevard

Context Sensitive Solutions

- Not too fast, not too slow: since the pilot was implemented we've seen a significant **decrease in traffic delays (20%) and speeding (27%) along the corridor**. Now traffic flows more consistently and at a safe speed. Reduced speeding matters: 9 out of 10 pedestrians survive being hit by a vehicle traveling 20 mph, but just 5 out of 10 survive if the vehicle is going 30 mph. At 40 mph, only 1 out of 10 pedestrians will survive.
- Better traffic flow: The new dedicated 'loading zone' and 'rideshare zone' pilot programs have helped **decrease traffic delays and improve traffic flow** by reducing the number of vehicles stopping traffic to drop-off and pick-up along the Boulevard. Since the pilots began, an average of 25 pick-ups and drop-offs per hour were observed using the new rideshare zones on Las Olas Boulevard. Additionally, an average of four delivery trucks per day use the loading zones.*
- Emergency response and police citations: since the project began, **emergency response times have remained within the acceptable ranges**, while there has been a **reduction of traffic complaints** and requests for police enforcement.**

* Las Olas Boulevard Rideshare/Loading zones field observations and counts. May 2018.

** Fort Lauderdale Police Department Crime Analysis Unit. Comparison dates: Jan-Apr 2017 and Jan-Apr 2018. The 2018 emergency response rates are within the acceptable level (90th percentile) as defined by the National Fire Protection Association.

During peak weekday hours, an average of 30 people were observed using the protected bike lanes. On weekends, the average number went up to 56 per hour.

Las Olas Boulevard Before and After Analysis. Tindale Oliver. June 2018. Data collected March 2017 and May 2018. Average weekday peak hours (7:00-9:00 a.m.; 4:00-7:00 p.m.). Average weekend peak hours (11:00 a.m.-1:00 p.m.).



91 % of people biking used the new protected bike lanes

Las Olas Boulevard Before and After Analysis. Tindale Oliver. Average traffic. June 2018. Data collected March 2017 and May 2018.

improvements along Las Olas Boulevard provide comfortable spaces for all users

Promote Economic Vitality

Economic value and neighborhood vitality.

Las Olas Boulevard is home to restaurants, bars, and art galleries, as well as neighborhood retail and services. Although not directly attributable to the changes on the street, businesses along the corridor reported experiencing an increase in foot traffic and increased sales. Other trends in right direction: the corridor has experienced an increase in people biking and walking, and traffic flows more efficiently.

Las Olas Business Survey. Administered May 2018. Comparison dates Jan-May 2017 and Jan-May 2018. The Economic Impact of Investments in Bicycle Facilities: A Case Study of the Northern Outer Banks.



41%

proportion of businesses that experienced an **increase in sales**

Las Olas Business Survey. Average self-reported sales. n=37. Administered May 2018. Comparison dates Jan-Apr 2017 and Jan-Apr 2018.

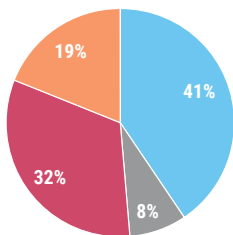


5%

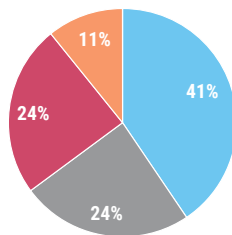
increase in parking revenues following the pilot implementation

Fort Lauderdale Transportation and Mobility Department. Parking Division. Comparison dates Jan-Apr 2017 and Jan-Apr 2018.

Business satisfaction with dedicated Rideshare Zones and Loading Zones



Rideshare Zones



Loading Zones

like dislike
neutral don't know

Las Olas Business Survey. n=37. Administered May 2018. Comparison dates Jan-May 2017 and Jan-May 2018.

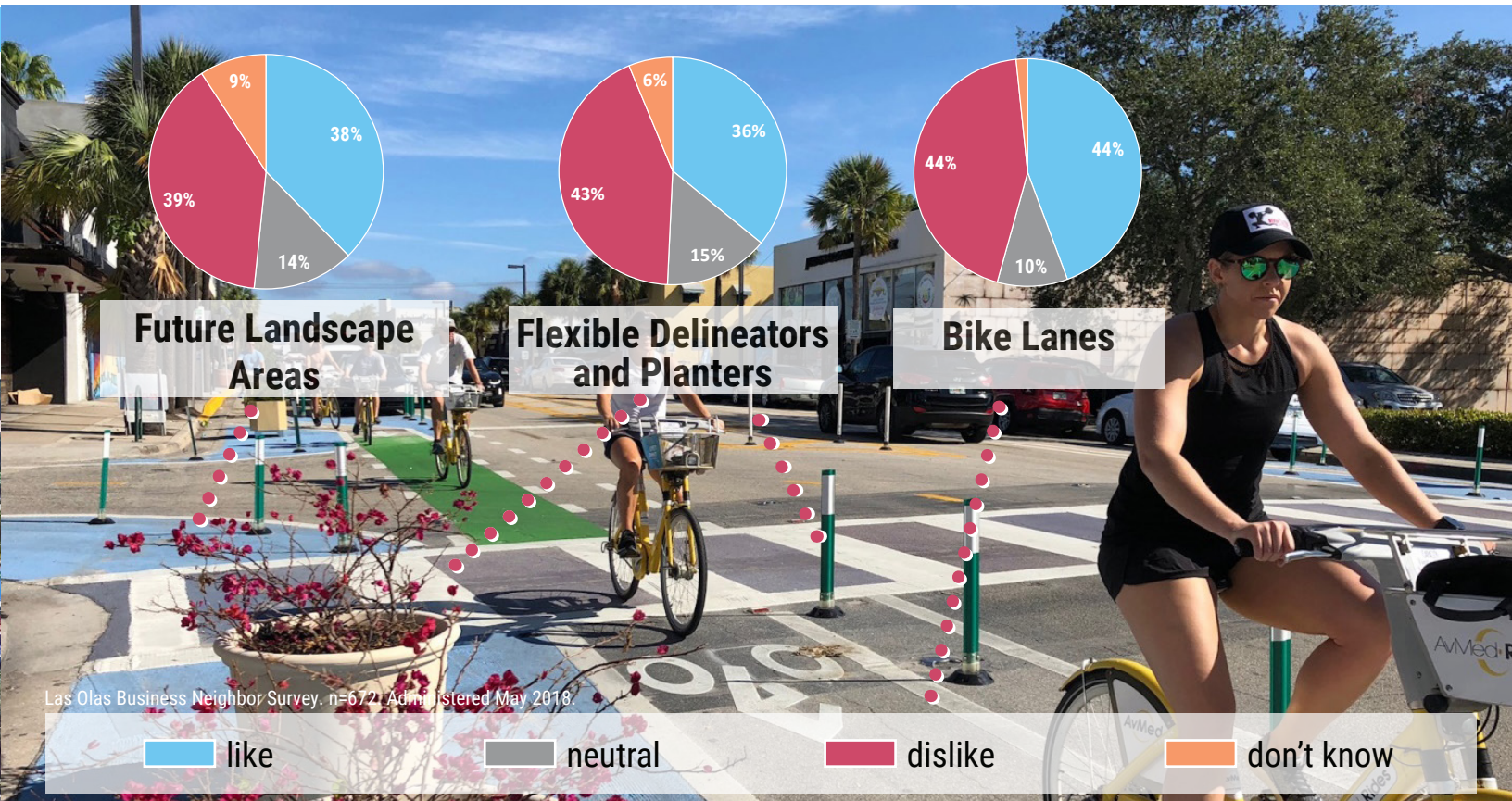


parking spaces were reconfigured to accommodate loading and rideshare zones and provide safer areas to load and unload passengers and merchandise

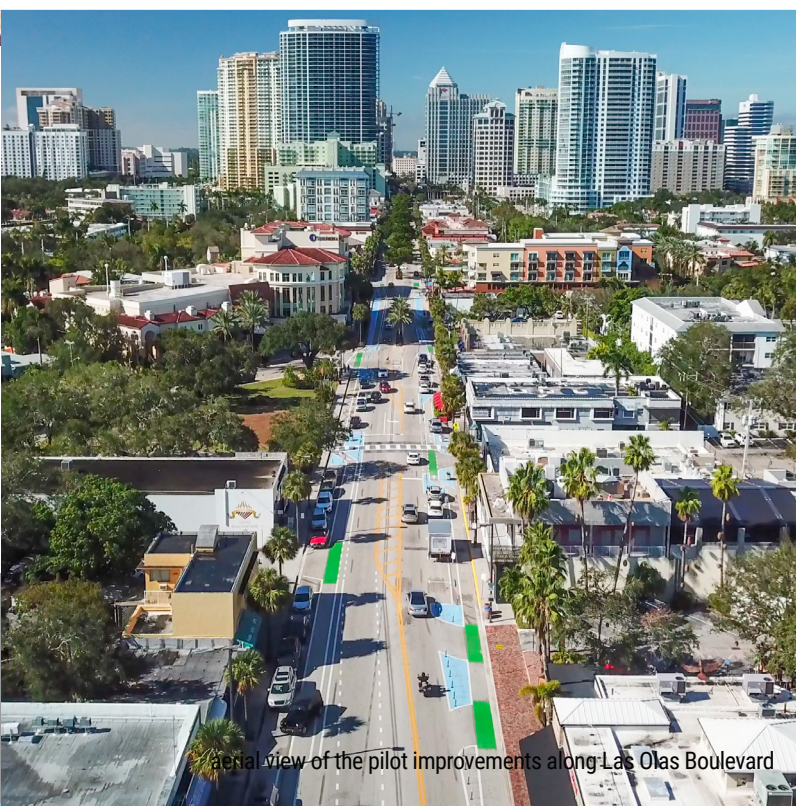
In growing urban communities, protected bike lane networks encourage more people to ride bikes for everyday trips. When people use bikes for errands, they're the ideal kind of retail customers: regulars. They stop by often and spend as much or more per month as people who arrive in cars. Plus, ten customers who arrive by bike fit in the parking space of one customer who arrives by car.

Source: "Protected Bike Lanes Mean Business" by PeopleforBikes and the Alliance for Biking & Walking.

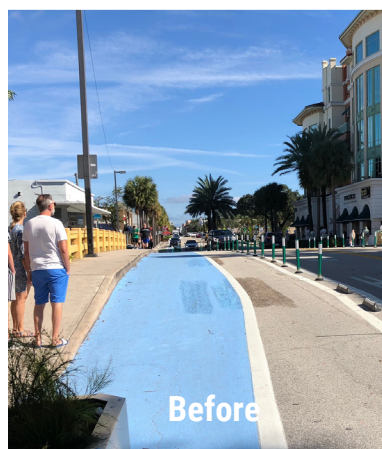
What We Heard



In May 2018, the City conducted two online surveys to gauge opinions about the pilot improvements. Members of the public were asked to complete a short survey (9 questions), while business owners, tenants, and employees were asked to complete a separate survey (12 questions). Surveys were available from May 1 through May 28, 2018 and obtained 672 and 37 responses respectively. NOTE: surveys were self reported, not scientifically significant



aerial view of the pilot improvements along Las Olas Boulevard



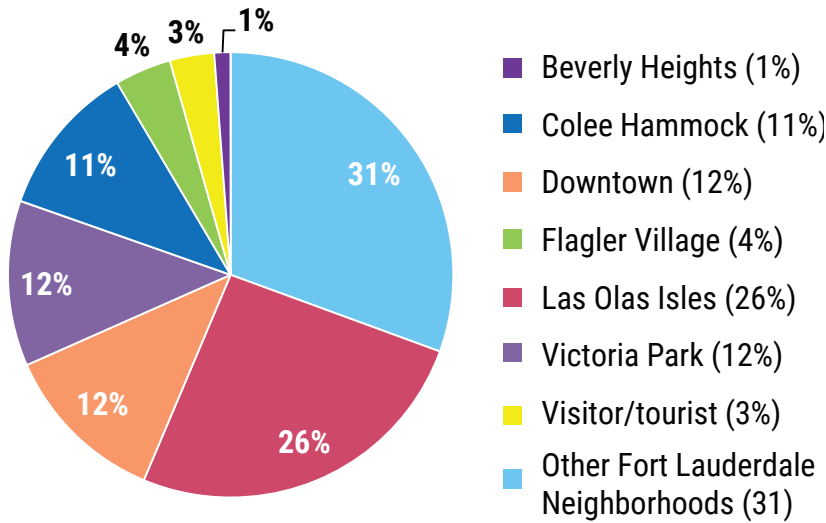
Before



After

Based on public feedback, the City made changes to a number of aesthetic and geometric aspects of the project by removing the flexible posts and changing the geometry of some transitions throughout the corridor.

Who We Heard From



Las Olas Neighbor Survey. n=672. Administered May 2018.



bicyclist using the separated bike lanes along Las Olas Boulevard

51% neighbors
68% businesses

would like to see the **improvements be permanent** but would like further discuss appearance and design option.

Las Olas Neighbor Survey. n=672. Las Olas Business Survey. n=37 Administered May 2018.

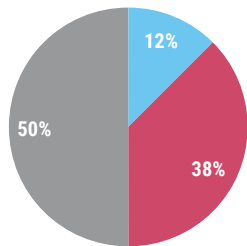


Would you like to see the improvements be permanent?

Las Olas Neighbor Survey. Administered May 2018. n=672

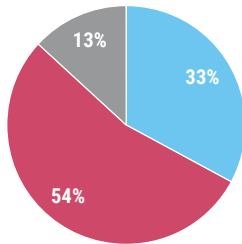
yes no maybe

Beverly Heights



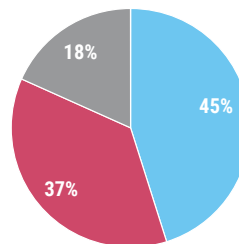
n=8

Colee Hammock



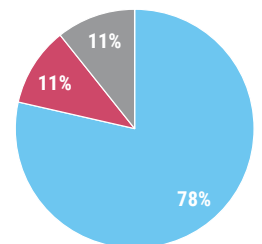
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Downtown



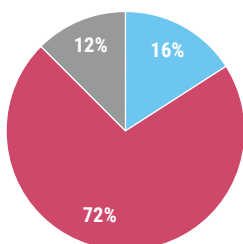
n=82

Flagler Village



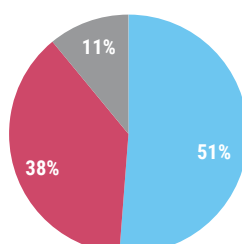
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Las Olas Isles



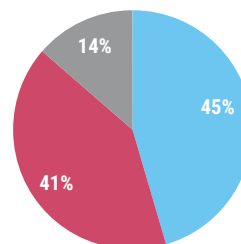
n=176

Victoria Park



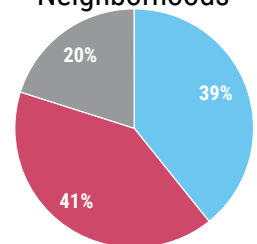
n=82

Visitor/ tourist



n=22

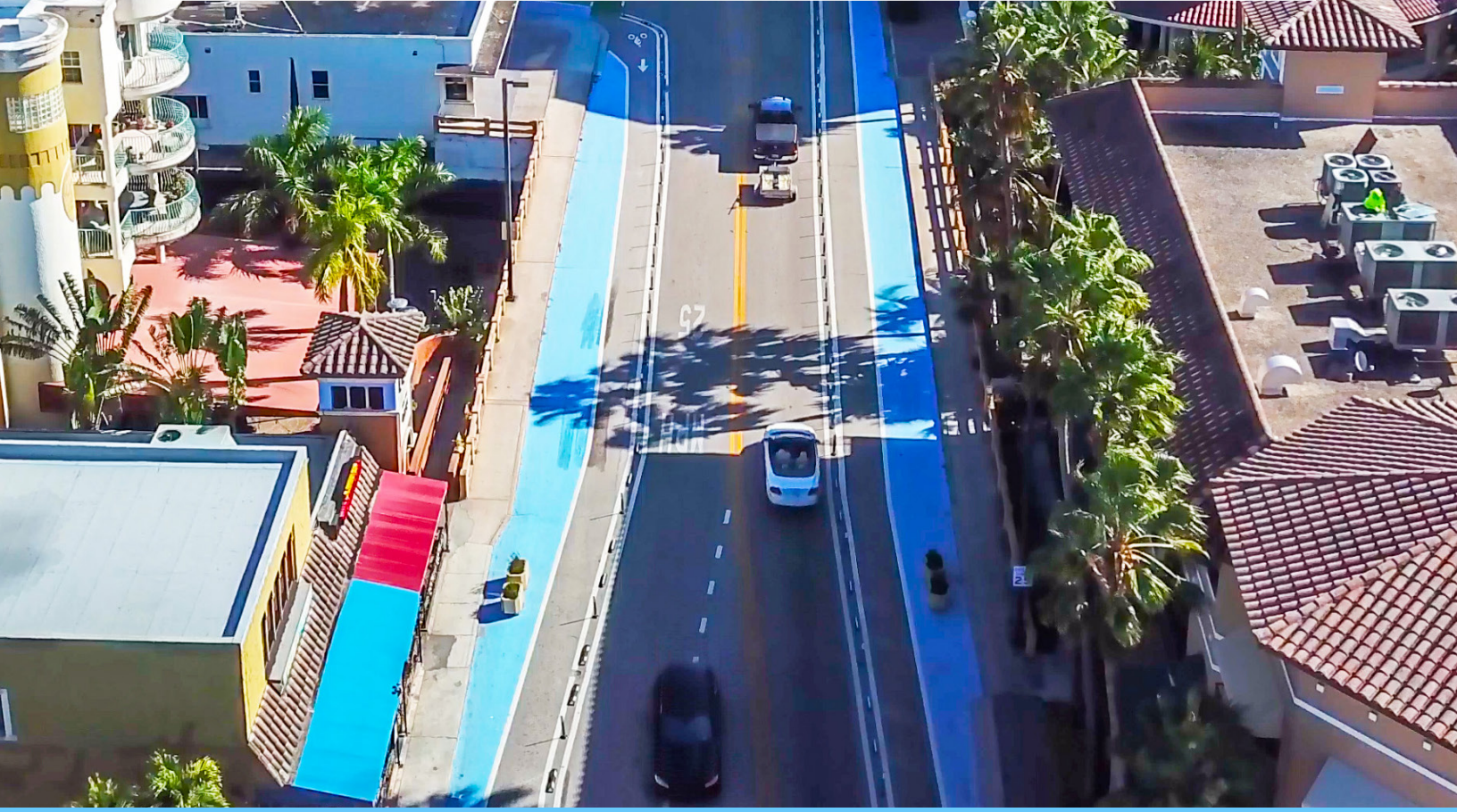
Other Fort Lauderdale Neighborhoods



n=209



The City of Fort Lauderdale Transportation and Mobility Department's (TAM) mission is to build community by connecting people to places. To achieve this, TAM focuses on providing safe, comfortable, livable, and sustainable transportation options for all users.



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