Dr. M.L. King, Jr. Street North Resurfacing and Reconfiguration Update

SEPTEMBER 6, 2018

City Council Committee Meeting
What’s Happening to M.L. King, Jr. Street N?

- Street to be milled and resurfaced from approximately 5th Ave N to 34th Ave N in FY2018 Annual Resurfacing Program that addresses pavement maintenance. Project schedule has been driven by these pavement maintenance requirements.
- Resurfacing provides an opportunity to implement low-cost changes to the roadway through striping and lane configuration.
- “Resurfacing” is short name for the official program titled, “Street and Road Improvements” included in CIP budget with funding provided through Penny for Pinellas.

<table>
<thead>
<tr>
<th>Project Element</th>
<th>Estimated Cost</th>
<th>Approved Funding Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milling &amp; Resurfacing</td>
<td>$743,555</td>
<td>FY18 Street and Road Improvements</td>
</tr>
<tr>
<td>Additional Striping</td>
<td>$67,400</td>
<td>FY18 Complete Streets</td>
</tr>
<tr>
<td>Crosswalk Median Construction</td>
<td>$78,250</td>
<td>FY18 Complete Streets</td>
</tr>
<tr>
<td>RRFB Installation</td>
<td>$75,000</td>
<td>FY18 Complete Streets</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$964,205</td>
<td></td>
</tr>
</tbody>
</table>
Annual Resurfacing Program
Overview

- Design follows direction of Administration provided by the Complete Streets Policy as supported by City Council Resolution 2015-540

- Design services are completed by staff engineers within Engineering and Capital Improvements with guidance by staff within Transportation and Parking Management

- Construction services are completed as follows -
  - Milling & resurfacing completed by contractor
  - Striping is often completed by contractor and supplement by staff within Stormwater, Pavement, and Traffic Operations
  - Signage and any signal modifications are completed by staff within Stormwater, Pavement, and Traffic Operations
“Well designed interconnected bicycle transportation facilities allow bicyclists to safely and conveniently get where they want to go. They enhance access to jobs, schools, and essential services and make bicycling for transportation a viable choice for a broad range of people. Including bicycle facilities during roadway resurfacing is one method communities can use to expand their bicycle system and create connected bicycle networks.”

“United States Department of Transportation (U.S. DOT) policy is to incorporate safe and convenient walking and bicycling facilities into transportation projects. This policy makes clear that it is the responsibility of every transportation agency in the United States to improve conditions for bicycling and to integrate bicycling into their transportation systems.”

Additionally, transportation agencies are encouraged not just to meet the minimum requirements of providing bicycle facilities, but to go beyond minimum standards to provide the safest and most convenient bicycle facilities practicable. More information about this policy is available from U.S. DOT: http://www.fhwa.dot.gov/environment/bicycle_pedestrian/guidance/policy_accom.cfm.”

“All levels of government, from the local level to the State level, operate with constrained budgets for building and maintaining roadways. Constructing a bicycle facility during a resurfacing project is more cost effective than providing the same facility as a standalone project.”
City practice has followed guidance to consider adding bike lanes through resurfacing.

Reviewing resurfacing projects to determine whether contextually-appropriate modifications can be made to add bike lanes has been City practice since CityTrails Bicycle Pedestrian Master Plan was adopted in 2003. Below are some recent examples of contextually-appropriate modifications, including lane narrowing and/or elimination of unnecessary turn lanes, that allowed for improved bike lanes (wider, with buffers where feasible, and continuous bike lanes across intersections).

- 18th Ave S – 49th St to 34th St
- 13th Ave N – 34th St to 16th St
- 37th Street S – 22nd Ave S to 34th Ave S
- 16th Street S – 62nd Ave S to Pinellas Point Dr
- 30th Avenue N – 66th St to 60th St
- 34th Avenue N – 4th St to 1st St
- 28th Street N
- Central Ave – Park St to Pasadena Blvd (County project)
- Roosevelt - 28th St to 4th St (FDOT project)
- 54th Ave S – 41st St to 34th St (FDOT project)
- Bayway – Tierra Verde to E/W Bayway (FDOT project)
16th Street South, between 54th Avenue and Pinellas Point Drive, previously included four lanes for motor vehicles. One motor vehicle lane was re-purposed to create bike lanes and a wider center turn lane for large vehicles, especially school buses which frequently use the roadway to serve Lakewood High School.
9th Avenue North, west of 66th Street, previously included four lanes for motor vehicles. One motor vehicle lane was re-purposed to create a center turn lane and add bike lanes. This was a traditional road diet that provides better traffic operations and safety for motorists, bicyclists, and pedestrians.
Complete Streets
In addition to the customary accommodation of motorists and commercial traffic, facilities for pedestrians, bicyclists and transit riders will be established as core elements in the planning and design of all roadway and bridge projects, including privately constructed roadways.

The City will seek to attain the desired roadway character and performance that would achieve the community’s goals for each corridor’s land use context. Motor Vehicle Level of Service is one metric used to evaluate the performance of a particular roadway intersection or corridor for one group of users. To achieve the desired character and performance, additional quantitative and qualitative metrics including safety, comfort for all roadway users, and establishing neighborhood character conducive to economic development will factor into future roadway design decisions. The most appropriate context-sensitive roadway design standards will be considered while recognizing the need for flexibility in balancing the needs of the users as well as adjacent land uses.

City staff will create a Complete Streets Implementation Plan to guide the development of future roadway facilities for all modes of travel, with an emphasis on identifying roadway modifications and improvements needed to facilitate non-motorized travel. However, contextually appropriate bicycle and pedestrian accommodation will be considered for all roadways whether the specific improvements are outlined in the Complete Streets Implementation Plan or not.

The City will draw upon all appropriate sources of funding including but not limited to City, County, State and Federal sources to implement the Complete Streets program.

City departments will incorporate the corresponding elements of these Complete Streets principles into their work plans.
Resurfacing Process follows Comprehensive Plan Transportation Element

- “The City shall develop and maintain a multi-modal transportation system that increases mobility for bicyclists, pedestrians and transit users as well as motorists and users of aviation and rail facilities, and that promotes development patterns that reduce vehicles miles traveled and greenhouse gas emissions.”

- “The City shall support a proposal that reduces the traffic carrying capacity of the road network, such as… a reduction in the number of through lanes or lane widths… if the proposal’s benefits, such as neighborhood preservation, community and economic development, and promotion of alternative modes of transportation, outweigh the loss of roadway capacity.”
Resurfacing Process through Complete Streets Program follows Industry Best Practices

- USDOT/FHWA Guidance

- FDOT Design Manual
  Recognized as one of the Best Complete Streets initiatives of 2017 by the National Complete Streets Coalition

- Institute of Transportation Engineers (ITE)

- National Association of City Transportation Officials (NACTO)
  - Urban Streets Design Guide
  - Urban Bikeway Design Guide
  - Transit Streets Design Guide
Complete Streets Example of Road Diet with Added Bike Lanes - 1st Street South

One parking lane and a traditional bike lane were re-purposed to create a bi-directional, enhanced buffered bike lane. The buffer is purposefully wide to accommodate large planters providing roadway aesthetics and placemaking, as well as additional comfort for a wider range of cyclists. The buffer also houses a Bike Share hub.
20th Street South from Central Avenue to 5th Avenue S, previously included four lanes for motor vehicles. One motor vehicle lane was re-purposed to create a bike lane in each direction.
Complete Streets Example of Road Diet with Added Bike Lanes - 15th Avenue South

**Before**
- Wide travel lines with generally permissive parking on both sides
- No bike lanes
- Complaints of excessive speeding

**After**
- Consolidated parking to one side
- Narrowed travel lanes
- Added bike lanes
One motor vehicle lane was re-purposed to allow existing on-street parallel parking to be converted to angled parking. This increased and replaced the parking supply that was displaced to accommodate transit vehicles when significant service changes were made in 2015 to eliminate Williams Park as a PSTA transfer hub.
Complete Streets Example of Modifications to Improve Bike Lanes through Resurfacing - Pinellas Point Drive South

- Minimum bike lanes adjacent to curb
- Travel lanes with variable widths
- Complaints of excessive speeding

Before

- Narrowed travel lanes
- Widened bike lanes
- Added buffer for additional comfort

After
How was the process handled for the MLK Street Project?

Process was consistent with prior projects, though the number of project stakeholders was significantly increased given the large number of adjacent neighborhood associations, business district association, and the corridor’s location, adjacent land use, and roadway function. Therefore the engagement process was more thorough, and involved more staff time, than prior projects.
Project Timeline & Meetings
Community Input and Project Development

**November – December**
- Online Survey – open through mid-December
- November 1 Public Meeting
  - Crescent Lake
  - Euclid – St. Paul
  - Historic Uptown
- November 13 - Trolley Tour with Greater St. Petersburg Area Chamber of Commerce
- November 28 Public Meeting
  - Crescent Heights
  - Greater Woodlawn
  - Magnolia Heights
- December 5 – Historic Uptown Neighborhood

**January – March**
- Technical Evaluation and validation of Roadway Reconfiguration as viable alternative
- Presentation of Roadway Reconfiguration as preferred alternative

**March - April**
- Complete Streets Committee
  - November 14
  - December 19
  - January 16
  - February 20 (vote)
- March 22 - City Council Housing, Land Use, and Transportation Committee
- April 5 – Public Meeting – preferred alternative presented to the public
Per the Policy, “the Complete Streets Committee, will be established as a resource and collaborative partner for the Mayor and other City elected officials, municipal staff, and partner agencies to effectively implement Complete Streets in St. Petersburg. This committee should also include representation from partner agencies.

City Departments (10 members)
- Transportation and Parking Management (Chair, non-voting)
- Transportation and Parking Management
- Planning and Economic Development
- Engineering and Capital Improvements
- Office of Sustainability and Resiliency
- Stormwater, Pavement, and Traffic Operations
- Neighborhood Affairs
- Parks and Recreation
- Urban Affairs
- Police
- Fire Rescue

Partner Organizations (5 members)
- St. Petersburg Area Chamber of Commerce
- Council Of Neighborhood Association (CONA)
- American Association of Retired Persons (AARP)
- Forward Pinellas
- Florida Department of Health – Pinellas County

Citizen Perspectives (5 members)
- Local bicycle and pedestrian advocacy group
- Committee to Advocate for Persons with Impairments (CAPI) Citizen Representative
- St. Petersburg Sustainability Council
- Citizen-At-Large - #1
- Citizen-At-Large - #2
Efforts to Garner Public Input

- News releases sent to general media and MediaPlus lists; neighborhood association-specific email list.
- NextDoor posts for each event – targeted to specific neighborhoods (Note the April 5 post had 1,178 impressions; this is a feature that NextDoor implemented after the November meetings)
- NextDoor posts to promote online citizen survey
- Social media - Survey (Twitter)

Post Details

**Platform:** Twitter – City of St. Petersburg, 69.7k followers

**Date:** November 29, 2017

**Post Copy:** SURVEY: Next year, the City plans to resurface MLK St. from approx. 5th Ave. N. > 34th Ave. N. Residents + biz's in the #CrescentHeights, #GreaterWoodlawn + #MagnoliaHeights neighborhoods pls give us your input - survey is available thru Fri., Dec. 8: [http://www.stpete.org/transportation](http://www.stpete.org/transportation)

**Metrics**

- Impressions: 1,997
- Total Engagements: 23
- Replies: 1
City-initiated calls for Public Input

SURVEY: Next year, the City plans to resurface MLK St. from approx. 5th Ave. N. > 34th Ave. N. Residents + biiz’s in the CrescentHeights, #GreaterWoodlawn + #MagnoliaHeights neighborhoods plz give your input - survey is available thru Fri., Dec. 8: stpete.org/transportation

MLK Resurfacing Project Update
Thursday, April 5, 2018, 7 p.m.,
St. Paul Catholic School Cafeteria,
1645 10th St. N., St. Petersburg.

Join us for an update on the city’s plans to resurface Dr. M.L. King Jr. St. N. from 3rd Ave. N. to 34th Ave. N. as part of the Complete Streets Program.

Contact Cheryl Stacks, City of St. Petersburg,
Transportation and Parking Manager, 727-892-5328 or Cheryl.Stacks@stpete.org.

St. Petersburg, FL

SURVEY: Next year, the City plans to resurface MLK St. from approx. 5th Ave. N. > 34th Ave. N. Residents + biiz’s in the CrescentHeights, #GreaterWoodlawn + #MagnoliaHeights neighborhoods plz give your input - survey is available thru Fri., Dec. 8: stpete.org/transportation

MLK Resurfacing Project Update
Thursday, April 5, 2018, 7 p.m.,
St. Paul Catholic School Cafeteria,
1645 10th St. N., St. Petersburg.

Join us for an update on the city’s plans to resurface Dr. M.L. King Jr. St. N. from 3rd Ave. N. to 34th Ave. N. as part of the Complete Streets Program.

Contact Cheryl Stacks, City of St. Petersburg,
Transportation and Parking Manager, 727-892-5328 or Cheryl.Stacks@stpete.org.

City Encourages More Input on Dr. M.L. King Resurfacing Project

Residents of Crescent Heights, Magnolia Heights, and the Greater Woodlawn neighborhoods are invited to attend a design charrette workshop Tuesday, November 28, to discuss improvements to the area’s planned resurfacing of Dr. M.L. King Jr. St. N., from around 5th Ave. N. to 34th Ave. N. The 6:30 p.m. workshop will be held at the Church of the Nazarenes and will focus on how the resurfacing project will address transportation improvements in the area through Complete Streets.

Area residents and business owners are being asked to share ideas during the November 28 meeting or submit ideas through a voluntary survey which will be available online following the meeting through December 8.
“Learn how the recently released Complete Streets recommendations can be leveraged when a portion of Dr. Martin Luther King Jr. Street is resurfaced next spring. A resurfacing project provides a wonderful opportunity to make changes that enable a street to be safer while continuing to move people and support business needs along the corridor.”
Project Pause after April 5th meeting
Additional Community Input

- April 24 Chamber Public Policy Committee
- May 17 Chamber Transportation Committee
- June 5 MLK Business District Association
- June 20 and July 18 Mayor’s Bicycle and Pedestrian Advisory Committee
- July Petition and Small-Group Meetings

- Complete Streets Committee
  - June 19
  - July 17
- August 15 CONA Meeting
July Business Owner Petition and Small-Group Meetings

[Business owners and employees (64)]

- July 11 - Extended invitation to all businesses included on list via hand-delivered letter
- July 16 – July 30 - Met with all businesses requesting meeting (12) and received one email listing project concerns
MLK Street Project Successes

- Development of Responsive Proposed Changes
  - Represents a reasonable compromise that moves the corridor toward ultimate recommendation in draft Implementation Plan, yet maximizes opportunity that resurfacing provided

- Complete Streets Committee oversight of project development
  - Committee members identified stakeholder input opportunities (neighborhood association meetings, Chamber Trolley tour)
  - Guided development and review results of engineering study/technical evaluation study
  - Development of Complete Streets Goals, Objectives, Performance Measures, and Desired Targets

- Presentation to Council Committee Housing, Land Use, and Transportation Committee
Proposed change is a **partial road diet**, which was considered after receiving multiple requests to remove one through lane in each direction to further reduce excessive speeding and enhance safety from 5th Ave N to 30th Ave N.

Proposed change includes a “door-zone” bike lane with no buffer from 5th Ave N to 7th Ave N to retain the on-street parking which is well-utilized and highly valued by the businesses.

Proposed crosswalk locations were determined to retain all currently-permissible vehicle turning movements with the inclusion of a median refuge; existing crosswalk at 17th Ave N will be relocated to retain left turns onto 17th Ave with new crosswalks near 15th Ave N and 19th Ave N where medians can be provided.

Newest design expanded project scope to include a new buffered bike lane on 8th Street from 4th Ave N to MLK Street (shorter, more direct path for northbound cyclists coming from Downtown) and modifies the pathway at the Highland merge to shorten the crossing distance (exposure) and provide warning beacon device for improved visibility and comfort.
Responsiveness to Concerns and Compromises incorporated in Proposed Plans

- Proposed change includes an 11’ curb lane which better accommodates buses and large vehicles (freight movement), but more easily enables higher speeds than 10’ lanes.

- To preserve better traffic operations, particularly for right-turning motorists, the proposed change includes a shared bike lane/right-turn lane at 5th Ave N and 22nd Ave N rather than providing a dedicated bike lane through those intersections.

- Proposed change retains all legally permitted turns and modifies the northbound left-turn storage at 28th Ave N to create, and legally permit, a left-turn into Rollin’ Oats/St. Pete Yoga, based on data provided and requested by those business owners.

- Proposed change purposefully includes raised medians only at pedestrian crosswalks and otherwise retains painted medians for accessory uses of turn storage and freight deliveries.
Expanded project scope includes **addition of 18 on-street parking spaces on 7th Ave N** immediately west of MLK to increase parking supply and replace spaces lost for turn lanes.

Proposed change adds a **dedicated left-turn lane at 7th Ave N** to better accommodate non-emergency access to St. Anthony’s, which required the removal of a bus pullout bay and four on-street parking spaces.

St. Anthony’s Hospital and Sunstar EMS have indicated they have no significant concerns with the proposed changes.

Currently working with PSTA to **coordinate bus stop locations with the proposed crosswalks** which is expected to reduce the number of stop locations and minimize the interruptions to through motorists on the corridor.

Traffic signal timings will be adjusted to optimize operations including **consideration for left-turns from side streets and driveways**.
Project Participants who Support Moving Forward with Proposed Plans

- Community-led Change.org
  - 888 when submitted to City, currently over 1,170
  - Approximately 50% of respondents indicated they were from St. Petersburg
- CONA
- Adjacent neighborhood associations
- MLK Business District Board
- Some of the individual MLK businesses
- AARP Florida
- Mayor’s Bicycle Pedestrian Advisory Committee
- Complete Streets Committee
- PSTA
- Forward Pinellas staff
- City of St. Petersburg Forward Pinellas Board Members
- Engineering Study/Technical Evaluation
- Mayor and City Administration
How should we measure this Complete Streets project?
Identified Goals for MLK Street Resurfacing and Reconfiguration Project

- Increase safety for all MLK Street roadway users and increase transit utilization
- Protect the character of the roadway as a Minor Arterial and develop corridor as City Connector through Complete Streets
- Provide higher quality of life to adjacent neighborhood residents
- Protect existing revenue streams and provide new streams for existing and future businesses
Objectives to Achieve Goals for MLK Street Resurfacing and Reconfiguration Project

- Reduce the frequency and severity of traffic crashes across all modes
- Reduce excessive speeds by motorists
- Add high-quality crosswalks to connect neighborhood residents and businesses across MLK Street and increase the number of people crossing the street at marked crosswalks
- Add high-quality bike lanes where feasible to induce mode split, assist in vehicle speed reduction, and provide access to businesses via mode other than auto and walking such that the number of people choosing to bicycle along MLK Street N increases
- Connect high-quality bike lanes with established bicycle facilities to increase the bicycle network and increase the number of people living within a half-mile of a high-quality bicycle lane
- Minimize negative impacts by protecting and improving intersection function where possible through lane assignments and signal timing
- Balance the needs of different modes by maintaining two lanes of through auto travel based on highest directional demand
- Improve travel time reliability for all modes
Performance Measures for MLK Street Resurfacing and Reconfiguration Project

- Measure crash data by mode monthly every 6 months for a minimum of three years to assess the change in the number and severity of crashes. Desired target of at least 15% reduction in total crashes from baseline data.

- Measure average and 85\textsuperscript{th} percentile speeds to assess anticipated speed reduction at three-months post-installation and every 6 months thereafter for a minimum of three years. Desired targets include:
  - reduction in operating speeds of 5-10 MPH to average speed and 85\textsuperscript{th} percentile speed measured in the direction of travel with lane reduction; and
  - reduction in operating speeds of 2-10 MPH speed reduction to the average and 85\textsuperscript{th} percentile speed in the direction of travel where existing auto lanes are maintained.

Expect speed limit reduction from 35 to 30 MPH which may be considered following the results of a future speed study using procedure outlined in FDOT Speed Zoning Manual, current edition.
Performance Measures for MLK Street Resurfacing and Reconfiguration Project

- Measure number of people walking and using a bicycle along the corridor. Desired target of 150 people per day and 10% annual increase in the number of people walking and bicycling along the corridor for the first three years.

- Measure number of people utilizing new crosswalks. Conduct spot checks at least three times per year. Desired target of 60 pedestrians each day utilizing the new crosswalk locations.

- Measure business sales tax data along the corridor to assess anticipated increases at 90 days and annually post-installation for year-over-year, if available, for five years. Desired target is 5% increase over citywide average.
Measure major intersection performance at 5th, 9th, 22nd, and 30th Avenues on a quarterly basis. Desired target is zero intersections with recurrent failure for more than 5 minutes at peak periods.

Measure average auto travel time for the corridor during AM and PM peak at three-months post-installation and every 6 months thereafter for a minimum of three years. Desired target of no more than 3-5 minutes increase in the average travel time in either direction compared to pre-construction levels.

Develop and administer public opinion survey(s) to a broad range of roadway users and stakeholders at 6 months post-installation to gauge perception of roadway changes. Desired target is 75% of survey respondents have a favorable or neutral response to the changed configuration.
Why is there a continued need for Complete Streets in St. Petersburg

Based on PDI, the 20 most dangerous metro areas for walking in the United States are:

<table>
<thead>
<tr>
<th>2016 rank</th>
<th>Metro area</th>
<th>2016 Pedestrian Danger Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cape Coral-Fort Myers, FL</td>
<td>283.1</td>
</tr>
<tr>
<td>2</td>
<td>Palm Bay-Melbourne-Titusville, FL</td>
<td>235.2</td>
</tr>
<tr>
<td>3</td>
<td>Orlando-Kissimmee-Sanford, FL</td>
<td>234.7</td>
</tr>
<tr>
<td>4</td>
<td>Jacksonville, FL</td>
<td>226.7</td>
</tr>
<tr>
<td>5</td>
<td>Deltona-Daytona Beach-Ormond Beach, FL</td>
<td>228.2</td>
</tr>
<tr>
<td>6</td>
<td>Lakeland-Winter Haven, FL</td>
<td>200.6</td>
</tr>
<tr>
<td>7</td>
<td>Tampa-St. Petersburg-Clearwater, FL</td>
<td><strong>192.4</strong></td>
</tr>
<tr>
<td>8</td>
<td>Jackson, MS</td>
<td>189.6</td>
</tr>
<tr>
<td>9</td>
<td>Memphis, TN-M5-AR</td>
<td>153.3</td>
</tr>
<tr>
<td>10</td>
<td>North Port-Sarasota-Bradenton, FL</td>
<td>148.2</td>
</tr>
<tr>
<td>11</td>
<td>Miami-Fort Lauderdale-West Palm Beach, FL</td>
<td>145.1</td>
</tr>
</tbody>
</table>

Nationally, 12.7% of people killed in traffic crashes were pedestrians.

In St. Petersburg, over last 21 years, 22% of people killed in traffic crashes were pedestrians.

In 2018 (through August), six of the 18 people who’ve suffered fatal injuries from traffic crashes have been pedestrians.
This is a safety project on a roadway with safety issues.

- Hit by a vehicle traveling at **20 MPH**: 9 out of 10 pedestrians survive.
- Hit by a vehicle traveling at **30 MPH**: 5 out of 10 pedestrians survive.
- Hit by a vehicle traveling at **40 MPH**: only 1 out of 10 pedestrians survives.
Recent (3-year) Crash History and Current Speed Conditions

Total Crashes: 108
Crashes with Fatal Injuries: 0; Incapacitating Injuries: 3
Crashes involving Motorcyclists: 3
Crashes involving Bicyclists: 2
Crashes involving Pedestrians: 2

Motor Vehicle Speeds:
- Speed Limit – 35 mph
- Average operating speeds – 45 mph
- 34% of southbound vehicles exceed 45 mph

40% of crashes occurred along 20% of the corridor length
Benefits of Complete Streets

“There’s been a sort of a sea change in the way people think about roads and real estate in general. If you design a city around cars, you’re going to get more cars. If you design a city around people, you’re going to get more people and places and better real estate value.”

-Ed McMahon, a senior fellow at the Urban Land Institute, Washington, D.C.
Leaders in Complete Streets - Safety

Santa Monica, CA – Ocean Avenue

Reconfigured roadway in 2008 to include parallel parking, center turn lane, added bike lanes.

Total number of crashes reduced by 65% and injury crashes dropped by 60% in nine-month timeframe following implementation.
Economic Effects of Traffic Calming on Urban Small Businesses


San Francisco, CA – Valencia Street
Reconfigured roadway with bike lanes

One year later:
- Bicycle volume increased by 140%
- Pedestrian crashes decreased by 36%

Four years later:
- 37% of businesses reported increased sales
- 73% said the street was more attractive
- 65% said the conversion had an overall positive impact on their businesses
- Only 7% of businesses thought the conversion made traffic worse while 41% thought it improved traffic congestion on street
Five case studies found that transforming the street into a complete street would lead to a $520M net increase in property values over the next 5-10 years.

Each analyzed case study, all of which contained lane conversions, showed an increase in property values, business activity, and return on investment.
San Diego, CA – La Jolla Boulevard

Installed roundabouts and other features to improve safety in the Bird Rock business district

Survey of tax receipts among 95 businesses along corridor showed 20% boost in sales.
(San Diego Union-Tribune article, Feb. 2017)
Conclusion - Complete Streets Process for Major Transportation Projects that should remain

- Existing Language in Complete Streets Policy and Resolution of Support provided sufficient direction to guide development of proposed changes for MLK Street Resurfacing and Redesign Project
  - Proposed changes are consistent with existing City policies, including the Comprehensive Plan and Complete Streets Policy that has been supported by City Council
  - Proposed changes advance the project corridor toward its ultimate recommendation in draft Complete Streets Implementation Plan
- Complete Streets Committee provided key oversight of project development including outreach, technical evaluation, and implementation of proposed changes
- Commitment to public safety for all roadway users may require moving forward with Complete Streets projects when recommendations include known, proven safety countermeasures even when the proposed changes may inconvenience motorists and even when consensus of all project stakeholders has not been reached.
How could process improvements, including more robust public input, be garnered earlier?

- Mailed or hand-delivery notification will be provided to adjacent stakeholders at the beginning of project.
- Clearly identify process and timelines within the project notifications to ensure accountability for timely participation and avoid project pauses.
- Stronger encouragement of the Complete Streets Committee partners to more heavily engage their leadership and constituents early in the process.

Controversy about any given safety project may remain even though the public has not only been informed of the project, but actively engaged in any proposed changes, when some constituents have competing goals for safety versus speed of access.
Project Participants who Support Moving Forward with Proposed Plans

- Community-led Change.org
  - 888 when submitted to City, currently over 1,170
  - Approximately 50% of respondents indicated they were from St. Petersburg
- CONA
- Adjacent neighborhood associations
- MLK Business District Board
- Some of the individual MLK businesses
- AARP Florida

- Mayor’s Bicycle Pedestrian Advisory Committee
- Complete Streets Committee
- PSTA
- Forward Pinellas staff
- City of St. Petersburg Forward Pinellas Board Members
- Engineering Study/Technical Evaluation
- Mayor and City Administration