



OFFICE OF THE CITY COUNCIL

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RE: Noticed Meeting with CM Carlucci and CM Morgan RE '20 is Plenty'
Tuesday, May 24, 2022
2:00 P.M.

Location: Lynwood Roberts Room

Attendees:

CM Matt Carlucci
CM Joyce Morgan
Lisa Wright
Matt Fall

Kim Taylor
Chester Aikens
Caitlin Connor
Linda Ellis

Kari Casner
John Wright
Jessica Lovatt
David Bullard

Montell Trammell
Rachel Zimmer
Ryan Murphy
Sheri Webber

Video Link: <https://jaxcityc.granicus.com/player/clip/4228>

Meeting Convened: 2:03 PM

CM CARLUCCI
There she is.

CM MORGAN
Can you believe it? I have been in demand today.

CM CARLUCCI
You're always in demand. [laughter]

CM MORGAN
Did you already do introductions?

CM CARLUCCI
No, I said I wanted to wait for the Chair of Transportation, Energy, and Utilities. So, this is extremely important to have Joyce in on this issue and as we go through it, I think she will support this, but I can't speak for her. She's a strong ally for us to have. Let's just put it that way.

CM MORGAN
Thank you, Matt.



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CM CARLUCCI

So, what I do welcome everybody here. We have constituents. We have our professionals in transportation, and if another Council member or two come in, that would be great. But I made the mistake of not inviting them early enough. And we sent them an invite yesterday, and they're both struggling to get here, but they had other meetings. And that's CM Cumber and CM Randy DeFoor. So, let's just go around. Start with our constituents here, and Chet, just introduce yourself since you're over there on that side.

AIKENS

Chester Aikens, ECA to CM Morgan, District One.

TAYLOR

Kim Taylor from the City Council Auditor's Office

HONEYCUTT

Joe Honeycutt. I live over on San Jose Boulevard.

L. WRIGHT

I'm Lisa Wright.

ELLIS

I'm Linda Ellis, Lisa's sister and a big supporter of this project she's trying to get off the ground.

TRAMMELL

I'm Montell Trammell. I live in the Lakewood community which is just north of University Boulevard and east of San Jose Boulevard.

CM CARLUCCI

And long-time Principal of Beauclerc Elementary School. She was there when I was the District Councilperson. If I didn't give her everything she wanted, I'd have to meet her in the Principal's office.
[laughter]

TRAMMELL

Anyway, I'm also president of our community.

FALL

Hello, everyone. Matt Fall, Bicycle/Ped Coordinator with the City.



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ZIMMER

Rachel Zimmer with the Administration.

MURPHY

Ryan Murphy, Mayor's Office.

CASNER

Kari Casner, [indecipherable] I'm a big supporter of '20 is Plenty'.

CLARK

Jim Clark. I live on Marietta Road and I just put my sign up yesterday.

CONNOR

Caitlin Connor. I live on the Northside and I'm a supporter of '20 is Plenty'.

J. WRIGHT

John Wright. I'm Lisa's husband and I'm her IT support.

BULLARD [possibly Bullock]

David Bullard. [indecipherable] also I'm a neighbor of Monte's, and she has threatened me also.
[laughter]

SWINDELL

I'm Bob Swindell and an ancient relic of the Southside, San Marco, and San Jose. I have all my children and grandchildren here.

STEINBURG

So, I'm Marty Steinburg. I'm the President of the San Jose Forest [Homeowners] Association. And I'm here to do whatever I can to reduce the speeders.

CM CARLUCCI

Thank you very much. Sheri, introduce yourself.

WEBBER

I am Sheri and I'm aide to Councilman Carlucci.

CM CARLUCCI



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Ok, we'll introduce this front panel then we will move on and get the meeting going.

PAPPAS

John Pappas, Public Works department.

LEDEW

And I'm Chris LeDew, the City Traffic Engineer.

SANTANA

Laurie Santana. I'm Chief of Transportation Planning.

CM MORGAN

Good afternoon, everyone. Again, I'm Joyce Morgan, City Council District One and Chair of Transportation, Energy and Utilities [Committee].

CM CARLUCCI

And I'm Matt Carlucci, At-Large, Group 4.

JSO

Good afternoon, Lt. [indecipherable] JSO, Traffic East. Thanks for having us.

YARBOROUGH

I'm Sgt. Perry Yarborough of the Jacksonville Sheriff's Office, and in Traffic Enforcement as well.

CM CARLUCCI

Ok, well, I welcome everybody and I'm going to turn it over at this point. We have an agenda and I want to turn the agenda over, for part two, before we hear from Lisa, to the chairperson of our Transportation, Energy, and Utilities Committee for her remarks, and Joyce?

CM MORGAN

Thank you so much.

CM CARLUCCI

If you don't mind me calling you Joyce. Sorry about that, CM Morgan.

CM MORGAN



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I go by all, and I really appreciate the opportunity to be here, and thanks to our JSO officers. Thank you to our city administrators. You guys are amazing, and we appreciate you so much. As the Chair of the Transportation, Energy, and Utilities Committee, this is very, very dear to my heart, but also, it's dear to my heart because I find myself in the pedestrian mode quite a bit. As well as in the bicycle mode quite a bit in my neighborhood. The other thing I find myself doing is obeying the speed limit. And so, you know that if you're obeying speed limit in your neighborhood, you are going pretty slow anyway, and that means that everybody behind you is in a rush. And so, it creates a really, really dangerous situation when people try to pass you on neighborhood streets that really are not designed for people to pass you. And so, this '20 is plenty' is really really important to me as I look at how we improve safety, how we reduce the number of accidents, and how we change the mindset of our drivers. It's a mindset change.

And so, I thank each one of you for being here as we move forward to see exactly how we can do that. And one last thing, you know, I've talked with John and Chris so much about RRFBs. Everybody knows that that's the Rectangular Rapid Flashing Beacons. But we even have a problem with that because if people are not paying attention, when they come up on these beacons, they still just go right through. So, driver education awareness and what we're doing here today is important.

CM CARLUCCI

Thank you. Thank you, Chairperson Morgan. So, what is your timeframe, Sheri?

WEBBER

We have a hard stop at 2:45, sir, but we could go as late as 3:00 if need be.

CM CARLUCCI

Ok, I do want to get some public comments in here, but we need to hear from our professionals. So, if we can keep our comments pretty quick. So, we can hear about the solutions and observations that our professionals over yonder might have for us.

L. WRIGHT

First, thank you, Matt Carlucci, Joyce Morgan, Sheri Webber, and all the participants here today. This means a great deal to us. The goal of '20 is Plenty' is very simple: slow people down. That's it. Simple does not mean easy though. There's a lot of things that we do have to consider. One thing I want to say though, is we're not alone in this. Many cities across this country have already done what we're starting out to do here. Cities like Seattle, the Twin Cities, Austin, Portland, New York City, and Boston. They've all made headway. Jacksonville can also get on the bandwagon. We can get it right. And today we begin that. So, I turn it back over to you.



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L. WRIGHT

That was wonderful, thank you. I want to say that I know everyone else here appreciates your leadership in this issue and bringing it to Council's attention. What we have now is Planning and Traffic Engineers, so that's Chris LeDew along with John Pappas, and Ms. Santana who is really the guru of this. This is Ms. Santana down here. Did y'all introduce yourselves? Okay, very good. So, I don't know which of you three of want to go first?

SANTANA

I think I'll go first just because transportation planners are looking into the future and these guys are taking care of what's on the ground today. So, the Planning and Development Department and the Transportation Planning Division, has hired an on-call consultant, and our on-call transportation planning consultant these next few years is Adkins Global. They also work for the TPO. It's really big consulting and engineering firm. And when we were trying to queue up projects for Adkins Global to take over and do some planning studies for us, one of the first things that we saw as a need, or that we wanted more information about, is a speed limit reduction study. And we did our research, we found all these guides, low speed guides, and Ms. Wright is correct. There's a lot of information coming out of Portland. There's a lot of information coming from NACTO.

So, we did our research and we saw all these different ways that people are already implementing speed limit reductions for their city, and we felt that, through our consultant, it would be a good idea to come up with a scope and ask them to perform a study for Jacksonville. Usually, we do a study first to see what can be done before we would hand it off to the engineers. Because if I tell them, this is what I want to do, they'll say, well, what is it that you want to do? Now, I can say, this is what I want to do. It's much more concise, much clearer. We have cost estimates. So, I'm just going to go over just a few of the things that would be the deliverable in a study that we would like Adkins to do.

It would be phasing and prioritization strategies, best practices or implementation, pre- and post-evaluation strategies. So, before we make the change, and after we've made the change, we do data collection. Certainly, as Councilmember Morgan said, we need education campaigns, compliance strategies, suggested ordinance changes, and then, of course, the infrastructure replacement programs, which would include traffic calming as well as sign replacements. So that's just a little bit of what the scope of the study would be. The cost of this study was about \$140,000. So, it's not just a small little report, so we're hoping to be able to initiate this this scope to Adkins as soon as we can.

LEDEW

And I'll take it from here. Chris LeDew, Traffic Engineering. And as a traffic engineer, I'm concerned about two main things with this project. Now, I share everyone's desire to slow down the actual speeds



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that motorists drive in residential areas. However, I'm concerned about the magnitude of this project, and also the effectiveness of posting signs. The magnitude is, basically, how many signs we have to take down and install. Right now, in the state of Florida, the statutory default speed under the residential areas is 30 miles and we don't have to post signs. That's something that everyone that has a driver's license in the state of Florida should know. So, it doesn't take a sign for it to be enforceable. If we do something in Jacksonville that's different than the state statute, we'll need to post signs in a lot of places to inform drivers that it's different here in Jacksonville. So, what is the cost of that? What's the magnitude? I can't even guess if it's in the tens of thousands or the hundreds of thousands of signs we need to put in. That's the magnitude, so we need to get a hold on that.

And before we spend that effort and money, I want to know the effectiveness, and that's why this study is so important because we were going to task a consultant with researching all those other cities around the country that you talked about, and we want to know: what are the lessons learned? Are those roads the same as our roads here in Jacksonville? Maybe, you know, old traditional neighborhoods on a grid system—they may behave differently than the suburban cul-de-sac type neighborhoods. Different roads, different characters. So, we have done one real-world study here in Jacksonville, and that's in the Springfield area, and we posted speed limits are 25 miles per hour and the results of the before and after study is that in three locations, there's really no change in the actual speed that people are driving on that road. And in one location, there was actually a significant rise in the speed limit. It went up from 24 to 27 miles per hour. Still below 30 miles per hour, but that shows me that there's, at least with this one example, this one snapshot in time, that the signs really didn't make a difference, and I am concerned that we would go through this effort and post a lot of signs, but not have a real impact on the speeds, the actual speeds, that people dropped. So that's my concern. And that's what I'm looking to find out with the study in the future.

CM CARLUCCI

So, I mentioned this to you last time, so I, along with a lot of other people, have worked hard to drop their speed in their neighborhoods to 20 miles per hour. I'd be interested to see a study in my neighborhood because it has made a difference in two ways: one, the number of cars coming through our neighborhood, and number two, the speed limit. But that's just my observations going to work in the morning. I have to drive to several of our grid streets. And I've lived in that neighborhood, of my 66 years, well, 66 minus 12 years. So, what is that, 48? I've been there a long time. I used to live on a real raceway road, which is Belotte Place. I've seen a considerable difference in our neighborhood. I don't get as many complaints as I used to. So that's, A.

But, the number of signs, and this was your recommendation which worked out beautiful, was part of our neighborhood's concerns was that we had to buy the signs and we had to pay for them to be



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installed. And you know, for the most part our neighborhood is from low- to upper-middle income and everything in-between. So, I didn't want to put signs where all the other signs were that said 30 mph. It's like a constant reminder. Well, I can 30 mph here. So, you suggested that we do less signs and put signs at key points in the neighborhood. It read, "20 mph" and then it read "Neighborhood" underneath. I'm telling you I think that makes a difference because people read "Neighborhood" and they know where they are. You know, it's a reminder that they're not moving onto a freeway but moving into a neighborhood.

So, that could help lessen the number of signs, but the thing I don't want to see get in the way here is the idea that we have to do everything all at one time. And then use that cost as a reason not to do something. And that's why I mentioned before, perhaps a pilot program. And it sounds like there was one in Springfield. At least those people were going under thirty. My neighborhood, they were going as high as 40-45 miles per hour. I promise you, and now it's improved, I believe. So, I don't think we can bite off the entire piece of the apple, but I think we could get a start. I also like the idea that, what the officer mentioned, was new construction, and new neighborhoods could go 25 miles per hour because they wouldn't know any different. I really would rather have 20 because if you shoot for 20, they may have 25, but if you shoot for 25 or 27, they may go more. But I'm not the expert on that, you are. But Councilmember Morgan, would you like to, or do you have comments that you would like to reflect on?

CM MORGAN

No, not really right now because I want to get to JSO and to Mr. Pappas.

CM CARLUCCI

Ok, Mr. Pappas?

PAPPAS

Well, I don't have a lot more than what Chris was describing, but I think you're idea about a pilot area... Chris mentioned the Springfield area and some of the things that have been done there, and really yours is kind of a pilot area as well. But I do think we need to do more research on yours and it's certainly something I've taken note of. And I think Chris has looked at potential pilot locations as well, and maybe that's something we can discuss as well. And see if those makes sense, and maybe JSO can even provide input on that.

CM CARLUCCI

All right. Mr. LeDew, do you want me to go on to JSO, or do you want to talk about some of those pilots?

LEDEW



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Yes, please. Basically, I looked at and have a few comments on JSO's location.
CM CARLUCCI

Okay, sure. Thank you guys for being here, and thanks for listening.

JSO

We appreciate the invite and the citizens showing up. So, our Crime Analysis Unit did a quick study of neighborhoods with 35 mile per hour roads with the highest concentration or cases of crashes written between January 1, 2020, and March 28, 2022. The number one neighborhood was Woodland Acres neighborhood: south of Kona Ave, east of Pecan St, north of Berry Ave and west of Lamson St with a total of 74 crashes written. That's not to say all those were contributed to speed alone, and that's over a 26-month span. And the second highest was a riverside neighborhood: south of Myra, east of James, north of Forbes, west of Stockton, 48 total crash reports. The next neighborhood was Mid-Westside or Springfield area: South of 9th St W, East of Wilcox St, North of 7th St W, West of Francis St with a total of 31. And finally, there's the Loretto neighborhood: along Loretto Rd, east of Curlew Way and west of Pine Acres Rd with a total of 22 crashes.

Number one, our priority, obviously, for the JSO, is community safety and we're here to enforce all traffic laws and educate motorists. So, anything that we can do for y'all, just let us know. You can call dispatch, our non-emergency number, 630-0500. You can also log onto jaxsherrif.org and in the search field you can type in "traffic complaint" and that'll send you to like a little sheet of survey. Say what neighborhood you are, the street address, what your complaint is, the hours, and then command will try to get officers out there for whatever needs to be done for speeding, reckless driving, stop signs, school zones, anything and everything. Other than that, we're here if you have any questions.

CM CARLUCCI

Thank you very much. Does anyone have any questions for our officers?

LEDEW

I have a comment to make. I just wanted to thank JSO for putting this list together because, over in traffic engineering, we were also looking at high crash rate areas. And your top two basically corresponded with our top two. So that makes me feel good when our data kind of jives. And it's telling us the same thing. We're pursuing a capital improvement program project at Woodland Acres, and we saw the same thing. There's speeding, we see a need for traffic calming, and in our minds that means putting in speed humps. The added problem is we don't have curb and gutter there. It's on a hill, so if we put in speed humps it causes a drainage problem. So, we need to solve the drainage problems before we turn it into a bigger project. Hopefully, we'll get funding to pursue that.



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In the Riverside neighborhood, these are where the yield streets are. Yield streets are where there's parking on both sides with a very narrow travel lane. Basically, cars traveling in opposite directions. Somebody needs to yield to the other and let them through. Some are showing a high crash rate and we are studying that to see what can be done to solve that problem. But right now, the [indiscipherable] 15 miles an hour, so this may not be a location for a lowered speed limit, but it definitely is something worth mentioning.

CM MORGAN

Well, I can just tell you that since Woodland Acres is in District one, I certainly know this and certainly was not surprised that it came up so high on the list. So, as we as we look at this and we look at '20 is plenty' my focus is, sort of going back to what Ms. Santana was saying, is we have to be clear on what the objectives are. And if those objectives are only reducing speed or is it reducing the injuries. And from the information that was provided, I also saw how the two work together to reduce injuries and, in these crashes. Because at a higher speed we know the crashes have the potential to be much worse and if pedestrians and bicyclists are involved then that kind of doubles. So, I think, as we discussed, we want to look at that.

CM CARLUCCI

It's also about making people feel safer in their neighborhoods, despite the data. The data is obviously important and I'm sure you're all in the middle of that. But, you know, a lot of the neighborhoods and in the older areas, you know, they're just concerned about the kids playing, the ball goes out into the road, people drive fast, and they're distracted so much because of this [holds up a mobile phone]. As an insurance agent, I can assure you, this little gadget right here is the number one cause of accidents today, which is why I will not ride in a bike lane unless I'm going the other way. I've had too many people get hit.

Anyway. But yes, I mean, I think that the strategies that we are looking at is the lower speed limit, and also, there could be crosswalk designations that might actually improve the look of the neighborhood. And that's why I will make sure I get Councilmember DeFoor and Cumber a quicker notification about meetings because I know, at least CM Cumber, is working on this crosswalks issue and bike lanes and doing it in different colors and so forth. That brings attention to the overall perception and safety. But I can tell you most of the folks that are here today, in my view, are probably concerned about you know, the speed at which people go down their streets, and safety of their children. The slower people go, the more it feels like a neighborhood.

Okay, just one sec. Let me just make sure... Yes, so we're going for open discussion, and I believe open discussion involves public comment. So, let's get started.



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STEINBURG

My name is Marty Steinburg of the San Jose Forest Association. Referencing the accidents: is there any corresponding information as relating to speeders?

JSO

No, sir. All we have is crash data as far as [number of] crashes. Actual data as to what caused a crash, whether it's speed or stop sign or that type of thing, there's no way to pull that information from a crash report.

STEINBURG

Thank you.

LOVATT

My name is Jessica Lovatt. I live in Lakewood, and don't we have more important things to do than sit around and discuss the speed limit that is only 10 miles lower than what we've already had set?

CM CARLUCCI

Well, I can try and take a stab at that. I think City actually has a whole lot of things that are important. And this is not the only issue that I'm working on. But I do think this is—with my background with insurance—automobile claims and pedestrian safety, in my experience on the Council, this is one that is just on my radar screen. But it's not the only one. So, we're not just concentrating on this one. But your point is well taken. But cities made up a lot of different issues and somehow, we have to try to tackle as many as we can. But do you want to make any comments, {CM Morgan}?

CM MORGAN

So, as most of you know, my background was in broadcasting. When you're a reporter, every day you go into work, there is a list of things on the radar screen that could be handled that particular day. As a Council Member, I remember, back in 2015, one of the senior Council members said to me, "Wow, I bet you didn't know that we were going to be handling so many items." And I went, "No, I wasn't surprised. That's what I did for a living." This is the same thing. This is absolutely the same thing. When you look at our agenda for [Council meeting] tonight... our agenda is how many pages? It's 59 pages. That means there are a lot of issues that we are handling. So, as Mr. Carlucci said, in all due respect, this is our job. This is what we do. When we go down the street, there are items that just pop up as we're driving, and people want... well, they're calling us and they're asking us: Can you look at this? Can you look at this? Can you look at this? Our plates are full. Yes, they are. But again, that's our job. That's what we do. And



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that's what we'll do tonight. You know, sure, it might not be the highest priority, but it's definitely on the list.

LEDEW

If I may say something, please. As city traffic engineer, the most common complaint that we receive is speeding in residential areas. I mean, it's double anything else. Jacksonville, for as long as I can remember—and I've been a traffic engineer in this city for 25 years, working for the city for five years—the City of Jacksonville has been one of the worst cities in the United States for pedestrian fatalities per capita. When I started getting interested in this 20 years ago, we were number one worst city in the United States, pedestrian fatalities per capita. Now, we are number two. We are the second worst city behind Daytona Beach. The safety of our roadways is my primary concern in my job and Jacksonville has a problem. So, I think this is important.

CM CARLUCCI

Thank you, Mr. LeDew. I see Mr. Swindell in the back, but I see Monte Trammell who happens to have the microphone. And I'm not going to try to take it from her... [laughter] Yes, ma'am.

TRAMMELL

Thank you. I'm Montell Trammell. We appreciate so much for having this hearing and inviting us to be a part of it. I wish we had more people here, but it's at a time when they're getting their children from school and taking them home, and those children have already begun to get on their bicycles and scooters and running through the neighborhood.

CM CARLUCCI

Spoken like a true Principal.

TRAMMELL

I think, as far as priorities are concerned, if we can say one life, it's a priority. And that's what scares me. We have a new family moving into our neighborhood. They're in the process of moving and the mother was there with her young child one day last week, and she said that within a half an hour he learned how to unlock the door. And he wandered outside, and he was in the street when another neighbor saw him. Now, he could so easily have been hit by a car on that street. And I just thanked God that night that he was not and that we live in a neighborhood where people are diligent about looking around them and seeing things like that. It was an accident waiting to happen. By God's grace, it did not.

We talk about crosswalks, and I think they are essential, but how many people use them? I see people who will not walk that far [gesturing] to a crosswalk where they're safe crossing the street. They're just



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going to cross right here because it's closer to where they're going. They don't always work. They do work in some places, but people ignore them. And my point is, people ignore the speed limit signs. We need '20 is Plenty' but we need enforcement to go along with it. There has to be some consequence for people to face if they are exceeding the speed limit. It's our responsibility, whether we're parents or not, to protect our children and to protect each other, and you're right, I'm amazed at the number of pedestrian and bicycle and motorcycle deaths in this city. It seems like almost every day where we read about one. I would personally like to volunteer my neighborhood to be a pilot program and we will cooperate with you in any way possible. [indecipherable]

We have '20 is Plenty' signs throughout our neighborhood and I'd like to thank Lisa for helping us procure those. We had to purchase them, but it's worth it. And almost all of our neighbors want one. When I came to our neighborhood in 1974, it was mostly families my age that didn't have young children. Now, we have so many new families buying starter homes, with children who are two, three, four years old, and children in strollers. And they walk, and we have two little free libraries. They are going to the little free library. We have food trucks, so they go to the food truck. There's a spring fling and they're going there. They go to the Easter egg hunt and they're walking or riding their bicycles, and they need protection. Just on a personal note, my neighbors think I need protection because I will stand in my yard and scream at people speeding down my street. [laughter] And they're telling me one day somebody's going to shoot me, and I said, "Well, you know what? Maybe that will get somebody's attention. [laughter]

I don't want to go that far, but I'm raising my hand to be first in line for a pilot program.

CM CARLUCCI

Thank you. Let me get Mr. Swindell and then I can come back to you when everybody else has had a chance to speak.

SWINDELL

First, let me apologize for my phone going off earlier. It seems that, at 84 years of age, I've gotten along without it but now it seems I can't. Also, I want to make a confession that I'm one of those speeders. I used to go across what used to be called "thrill bridge" on River Road. I had a 1950 Willis and I would sit back and get it up to [indecipherable] get over the bridge and my wheels would leave the ground [indecipherable] [laughter] Those officers sitting up there, they understand this more than all of us do. Public safety is our number one issue here. And in other cities. And around the world. Public safety is what we're here for, so it doesn't matter whether somebody's going 25 mph, or 24, or 27, what matters is that they start understanding that while the speed limit in Florida is being considered to be raised on the interstates, we need to slow it down in the communities.



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Now, when Lisa got me involved, it was because my youngest granddaughter had just moved in two doors down from her. I own a building on Hendricks Avenue, right across from Metro Diner. I never, ever, thought about in Inwood Terrace or Felch or any of the cut-throughs—I call them cut-through streets—being a problem. They want to get over to St. Augustine Road, so they want to cut through. [indecipherable] and when they do, damn it, they drive 30 and 40 miles an hour. Now, the streets aren't that long. If you drive 30 miles an hour, 40 miles an hour, it's gonna save you, what? Two seconds? Five seconds? Over 20 miles an hour, it's not. Now she [Lisa] got busy. John got busy. They somehow got us speed bumps. The traffic and the speed has been dramatically reduced. And I'll tell you that as a fact. Because the people don't want to cut through there anymore. They have to stop down to 15 miles an hour or less for a speed bump.

So, these guys are up against it every day. People don't care about signs. You could put up a 40 miles, 30 miles an hour, and for a while, it will be effective. And I'm not saying you got to put up speed bumps everywhere. But it is a problem, and just to say—with all due respect to you, sir—but you can put up these flashing things, and if you've got one near your yard that says 25, people would be able to say, "I was doing 28" or "I was doing 30" and they will become aware of it. The biggest problem we're fighting is awareness. I don't know how else to explain it. It's awareness. And speed bumps work, and signs do work for a while. So, I don't have a solution. But I do want to tell you, I do have practical experience seeing people go from 30 and 40 miles an hour down 20 or 25 because that speed bump is there, and not because that 20 mile an hour sign got put in front. So, [indecipherable] her standing in the road and me standing in the road shouting at people to slow down. We even got threatened and had to report to 911 because a man stopped and backed up and had [indecipherable] and an officer came by. He came to my house and wanted to know [indecipherable] you've got it all on record [indecipherable]. But, folks, it's awareness and I was never aware of it in my 84 years until my granddaughter moved down their street. Trust me. It's a problem.

CM CARLUCCI

Thank you. Those are good observations, and we're here to try to seek solutions. I have a lady up here who wants to speak but is there anybody else who has not spoken. Ok, this gentleman up here. I will get to you, ma'am, I will.

BULLARD

Again, my name is David Bullard. I just want to mention something that I haven't heard discussed here this afternoon. I live in a part of Lakewood, and it's a rather large area, and we have no sidewalks. And to me, that makes it more imperative because a lot of people like to walk, including me, and if you're walking at night, we have very nice streetlights. It's very safe to walk there at night. As long as there



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Aren't a lot of cars. It's a bedroom community because there's only two streets that go in. You have to go back out the way you came in, pretty much, but having no sidewalks is really, really a detriment to being in the street, with cars parked on both sides, trying to dodge cars coming down the street. For the most part, it's workable, but it's something that you might consider when you pilot communities or areas without sidewalks. I think sidewalks are a higher priority.

CM CARLUCCI

Thank you very much. Is there anybody else on this side? Joe?

JOE

Yeah, just a quick comment. [indecipherable] [laughter] You cannot do signs without having enforcement. Because the signs work for a while, but the enforcement is what really makes people stop and slow down. Not all the time but it's just random enforcement. That happens when you see an officer where patrol cars there you can just automatically slow down. So, if you're doing tests, a pilot test, I'd suggest you include some enforcement and see, what does it do with enforcement, and what does it do without enforcement. Because right now, most of the time, when speed limits have changed [indecipherable] didn't see a single car or an officer anywhere except for one time when an officer gave a warning to someone yesterday.

CM CARLUCCI

Ok, thank you. Let's get this lady over here. Ok, it's 2:48 and we can go until 3:00, but we've got a hard stop at 3, and we want to save a little bit of time to talk about what's next.

LOVATT

Thank you so much. So, I'm the president CEO of a manufacturer's association and a lot of my members are dealing with the huge struggle of having people employed under them. And I know that JSO is having a huge crunch of finding qualified individuals to employ under, and when I'm looking at this idea of lowering the speed limit in an area, my neighborhood specifically, I'm in Lakewood. Monte is the president of my [homeowner's] association. We have speed bumps in our neighborhood that slow traffic down from 30 to 15. We have people walking dogs. We have people walking babies all the time. I don't see a 10 mile per hour difference, and making a huge issue, with people that refuse to pay attention to any rules that we put in place. The issue is awareness. The issue is the fact that we don't have people that can follow rules in our society. Putting signs up that cost anywhere between \$60 to \$85 per sign through our neighborhood is not going to help. What it's going to do is strap more resources that we currently have.



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In my opinion, we need more people standing up and saying, "Hey, here we are. Do you see this? Please pay attention and put your phone down," which Monte does an amazing job at, standing in her front yard. [indecipherable] which really is not a good idea that she gets her point across. [laughter] But if we can all come together as a community and say, "Can you focus on the good stuff and what's right?" The we won't need the enforcement because we're all enforcing the rules, and I think that's what we as a community need to focus on and not a sign change.

CM CARLUCCI

Thank you. That's a good observation. This is a discussion that started with '20 is Plenty' but we're looking at everything, and I appreciate your comments. Great observations. Anybody else? Because we will need to wrap up here in just a second. So, I'll let Lisa wrap it up.

L. WRIGHT

I'm gonna wrap it up, so education... I think she brought up a very good point. Enforcement is important, but I do think education—an ongoing, very creative PR campaign. For instance, people didn't start wearing seatbelts when we introduced them. It took a while, and this would be the same thing. So, I agree that my signs have a limited value. They do, but that's where the education has to come in, and it has to be ongoing. So, we need a very creative... we've got plenty of creative people in the city to be able to do that. It has to be multi-faceted how we attack this.

CM CARLUCCI

Ok, thank you. I want to ask our chairperson of Transportation, Energy, and Utilities, what might be your thoughts on our next move and next meeting that you might have in mind? And where do we go from here?

CM MORGAN

Well, thank you. Thank you for that. So, I took a look at the bill that was in the House of Representatives, and this bill allows funding provided through the Transportation Safety Block Grant program to develop and implement Vision Zero plans in eligible counties. So, for the purposes of, I was hoping that we would kind of look at this because we are talking about funds, and so I didn't know if Ms. Santana had taken a look at this to see if this can help us in any way, for funding.

I'm going to ask Matt [Fall] to chime in a little bit here. We have been looking at funding from all different sources for pedestrian and bicycle safety. And this isn't exactly '20 is Plenty' money, but for pedestrian and bicycle safety. And we've been trying to look at funding through the TPO. So, Matt, do you have any comment on different kinds of funding sources or grant opportunities?



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FALL

Yeah, there's a lot of stuff, especially with this [Presidential] Administration, right now. We're looking at a Safe Streets For All grant which would work just to support some of those targets and Vision Zero policies we're looking towards. So, I mean, it's something that we're definitely taking a look at. Whatever funding resource avenue we can go down, we're trying to do. We recognize the severity of this, and safety is our number one goal.

CM MORGAN

Okay, awesome. That was where I wanted to take us to, again, to go down what we're looking at, what we feel like we want to do with these particular neighborhoods, whether we're going to start with the top two neighborhoods or how we're going to start with it. And just look at number one, safety; number two, education and awareness; and number three, enforcement. And that happens to be the same three things, no matter what issue we're dealing with. Because I'm on the Solid Waste Special Committee as well. Same thing is, you know, safety aspects, educational aspects, and the enforcement aspects.

CM CARLUCCI

Excellent idea. What I would recommend, perhaps, to just share those with you. Since we're in the sunshine, we can do that. Perhaps we have another meeting. And then we'll reach out to our colleagues on the Council, if they want to join us. And if JSO could work with Traffic Engineering and Ms. Santana about possible pilot programs and whatever the costs are. Council holds the purse strings, and we know we can't afford to change the world all at one time. But I think the comments from everybody here have been excellent. And so, do we want to try for another meeting in about a month? To give everybody a chance to keep working on the study and bring back some other information?

CM MORGAN

That sounds good. June is a bad month. Let me see, well, I guess we can do it August.

CM CARLUCCI

Monte, you're shaking your head.

TRAMMELL

So, I think August is a good time because if we do it early enough in August, the children are not in school yet. So, we can have more parents and others from the community. I would say early in August.

CM CARLUCCI

Early in August it is.



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TRAMMELL

I wanted to ask the officer if he would give me again the web address to report online.

JSO

Yes, ma'am, it's JaxSherriff.org, and the easiest way to find it is to go to the little search icon and type in "traffic complaint."

TRAMMELL

Ok, also, and I would like this to happen. I think that until people see that there are consequences for exceeding the speed limit, we're going to have limited success. I would love, when you have a quiet time, if you ever have a quiet time, to just come [to our neighborhood], especially around the time people are coming home from work and when they're using streets to avoid the traffic light at San Jose Boulevard and University Boulevard and pull them over and give them a ticket. And when everybody in the neighborhood sees you doing it... and if you see me doing it, give me a ticket.

CM CARLUCCI

No, don't give Monte a ticket. [laughter]

TRAMMELL

I think they need to see that there is going to be a consequence for exceeding the speed limit.

CM CARLUCCI

Monte, we're at three o'clock and we got to have a hard stop, and your contribution has been huge. Everybody's contribution has been huge. I appreciate it, and if everybody will make sure to sign in, that way, if we need to contact you again about when the meeting will be. We'll plan on early August. Okay. CM Morgan, thank you for being here. And thank everybody else for being here, and particularly our neighborhood folks. We're dismissed, thank you.

Transcribed by <https://otter.ai>

Meeting Adjourned: 3:02 PM

Minutes: Prepared by Sheri Webber, Executive Council Assistant – At-Large, Group 4, 904-255-5159, swebber@coj.net



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