

Jacksonville BPAC Meeting Notes
Hybrid Meeting
March 6, 2025 @ 5:30 PM
Ed Ball Building – 3rd Floor Conference Room
214 N Hogan Street – Jacksonville FL

Attendees

In-person: Peter Borenstein, Stephanie McCaffrey, Wiatt Bowers, Emily, Andrew, Lori Hooper, Barry Cotter, Kelly Jones, Lauren Rushing, Matt Fall, Matt Reich (Verra Mobility), Silvia Castellanos (Verra Mobility), Lee Durban, Len Burroughs, Dave, Steve Tocknell, Darrin

Virtual: Larry Roberts, Dennis Whittle, Omar- Al-Sahili

I. Officer Elections

Peter Borenstein reviewed the BPAC bylaws with the group.

- **Officer Elections:**
 - **Chair:** Lauren Rushing (Nominated by Peter Borenstein, seconded by Len Burroughs) – Approved unanimously.
 - **Vice-Chair:** Peter Borenstein (Nominated by Stephanie McCaffrey, seconded by Kelly Jones) – Approved unanimously.
 - **Secretary:** Stephanie McCaffrey (Nominated by Lauren Rushing, seconded by Kelly Jones) – Approved unanimously.
- A review of bylaws and officer elections will take place annually.
- Lauren Rushing discussed that the group is open to other officer roles, such as a Communications Officer &/or Community Events Liaison.
- The group discussed posting on Facebook; Lauren needs to check on access and admin rights.
- Tanner P. expressed interested in helping with Instagram to promote community events; will discuss role creation and vote in May.
- The communications and community events liaison roles could potentially be combined, this can be reflected in bylaws update in May.

II. Presentation - The Case for Speed Cameras in School Zones - Matt Reich and Silvia Castellanos, Verra Mobility

- The presentation included nationwide statistics on speeding and traffic fatalities in residential areas.
- The goal of the speed camera program is to change driver behavior, particularly around school zones.
- In a school zone with speed cameras, speeding fines are imposed only if drivers are 10 mph over the limit in an active zone.
 - Example: A violation occurs if traveling 26 mph in a 15-mph school zone.
- Trial program in Jacksonville saw over 3,000 violations in 11 schools.
- Unlike red light cameras, speed cameras require officer review before violations are issued.
- The group discussed concerns about ticket revenue, and issues with a prior red light camera program in Northeast Florida.
- The group mentioned there may be community concerns around the trustworthiness of

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cameras and privacy issues. Noted that Atlanta's program started small and grew over time.

- Under this program, the citation is a civil violation, \$100 fine, no points.
- Camera data is deleted after 90 days.
- Verra Mobility collects before-and-after crash data, but school zone crashes are not typically coded.
- Florida legislation allows cities to enable speed cameras with local ordinances.
- Discussion about visibility and public involvement, Verra leads the public involvement aspect of the program.
- Verra has implemented programs in several Florida cities.
- Need to ensure law enforcement (JSO, DCPS) is on board.
- Next Steps for BPAC: Law enforcement involvement is crucial (JSO, DCPS). BPAC needs to decide whether to move forward with outreach to engage JSO and DCPS.
- No cost to schools. Needs coordination with JSO and DCPS.
- I need a MOU with JSO, School Board.

III. Presentation - Edison Avenue Bike Lane Candidates, Matt Fall COJ Bike/Ped Coordinator

- **Project Overview:**
 - Resurfacing opportunity between Riverside Ave and Chelsea St. Opportunity to add bike lanes on Edison Ave, with sharrows for wayfinding near Gate Gas Station.
 - Forest Street (Park Street to Riverside Ave) could also have bike lanes as part of a potential lane repurposing, but this option needs further consideration.
 - Myrtle Ave is part of the SUN Trails network; COJ is looking to secure funding for design and concept development.
- **BPAC Support:** Attendees expressed support for bike lanes on Edison Ave.
- **Process:** PDD has informed PW about striping changes; the CSSSC would like to be involved in the review of the resurfacing process/list.
- Discussed connectivity to Riverside Ave and Park St. No bike lanes planned for Park St., but Myrtle Ave will have dedicated facilities. Discussed the importance of wayfinding, particularly on Riverside Ave.
- Although there is low traffic and bike volumes, bike lanes on Edison Ave could serve as traffic calming and benefit new development.

IV. Announcements

- Visit <https://www.jacksonville.gov/idigjax> to learn more about the I Dig Jax campaign, highlighting construction projects in the Urban Core.
- **May Bike to Work Day** - Matt Fall to keep BPAC informed on event plans.
- The group discussed ideas for a mini-Bicycle Film Festival.

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Next Meeting: April 3rd.

Meeting Adjourned at 7:05 PM