

Evaluation Report Summary

This report provides an evaluation of the effectiveness of the temporary safety improvements along Las Olas Boulevard installed on January 1, 2018, between SE 11th Avenue, and SE 15th Avenue. Temporary and permanent project improvements of an overall community investment plan including improvements in the Colee Hammock neighborhood, along SE 15th Avenue (between Broward Boulevard and Las Olas Boulevard), were evaluated based on the project goals. This evaluation compared data between January to May 2017 before the demonstration project installation, and January to May 2018 after the pilot was installed. The findings include technical data, as well as, community feedback.

The City solicited public feedback through a neighbor survey and business survey between May 7 and May 28, 2018, and received 672 responses from neighbors and 37 responses from businesses. The survey intended to collect feedback only. Therefore it was not designed to be ballot or vote, and the results are not considered statistically significant¹. The survey tool supported by the City website used for the project survey does not filter sampling errors such as multiple submissions by the same user. There is a probability that the results are due to chance, and the difference in result may or may not be attributable only to the project. A total of 709 survey responses are from over ten(10) neighborhoods in the City of Fort Lauderdale.

Technical data through the project's performance measures are briefly described below and further illustrated in the attached report, and technical appendices.

Goal 1: To improve safety for all users, some design solutions were installed along Las Olas Boulevard, SE 15th Avenue, and within the Colee Hammock neighborhood.

The project achieved this goal by reducing the number of crashes, the severity of injuries and the extent of property damage. The Fire Department's emergency response time remained within nationally acceptable thresholds², and the Police Department reported a substantial decrease in traffic-related complaints. The safety for all users improved, as the number of people driving slower and within the posted speed limit of 25MPH increased. Also, survey responses indicate a higher number of people feel safer walking and biking. Following the project installation, the survey shows that people who drive felt the need for caution which is supported by field data that people are driving slower. Based on community feedback between January and March 2018, the City made adjustments to the Las Olas Blvd demonstration project to improve its aesthetics, safety, and utilization.

¹ Source: Investopedia. Statistically significant refers to the claim that a result from data generated by testing or experimenting is likely attributable to a specific cause, and not likely to occur randomly or by chance.

² Source: Fort Lauderdale Fire Rescue, June 2018. The emergency response rates between January and April compared between 2017 and 2018 are within the acceptable level (90th percentile) as defined by the National Fire Protection Association. A portion of Colee Hammock neighborhood and Las Olas Blvd is served by fire station no.2 (NE 2nd Street and Broward Blvd) and the other by fire station no. 49 (1015 Seabreeze Blvd). The preferred routes to Colee Hammock are outside of the Las Olas Blvd demonstration project.

Goal 1: Performance Metrics	%Change	2018	2017
1. CRASHES			
Crashes number (vehicle and pedestrian)	-21%	15	19
Property damage	-73%	\$31,841	\$116,000
Number of people injured	+50%	3	2
Citations during crashes	-38%	5	8
2. VEHICLES OVER POSTED SPEED LIMIT			
Percentage of people driving over the posted speed limit on SE 15 th Ave (South of SE1 st Street)	-4.96%	42.45%	47.41% (year2013)
3. AVERAGE SPEED			
Las Olas Blvd (between SE 11 th and SE 15 th Ave)	-5MPH	15MPH	20 MPH (year2013)
4. USER COMPLIANCE³			
PD-the number of traffic citations number (Las Olas Blvd)	-24%	32	42
5. EMERGENCY RESPONSE TIME			
Fire Rescue and Emergency Medical Service ⁴	+20 seconds	461 seconds	439 seconds
6. USER PERCEPTION OF SAFETY (survey⁵)			
<i>Walking on Las Olas Blvd</i>	+6%	52%	46%
<i>Walking on SE 15th Avenue</i>	+31%	31%	-
<i>Walking in the Colee Hammock neighborhood</i>	+30%	30%	-
<i>Driving on Las Olas Blvd</i>	-16%	37%	53%
<i>Biking on Las Olas Blvd</i>	+21%	33%	12%
<i>Transit (bus, trolley)</i>	0	14%	14%
<i>Rideshare or taxi (ex. Uber, Lyft)</i>	-4%	22%	26%

Goal 2: To balance the needs of all users (residents, businesses, and guests) SE 15th Avenue between Broward Boulevard and Las Olas Boulevard was improved for efficient vehicular movement. Las Olas Boulevard improvements were designed to encourage people walking and biking as well as, traffic management tools were implemented within the Colee Hammock neighborhood to maintain its identity as a residential neighborhood and deter cut through traffic. Three pilot initiatives were also introduced (designated rideshare zones, loading zones, and the UPS e-assist bike package delivery) creating safer and more mobility opportunities for people walking, biking, and delivering while allowing traffic to move at a consistent rate.

³ Source: Fort Lauderdale Police Department Crime Analysis Unit, June 2018.

⁴ Source: Fort Lauderdale Fire Rescue, June 2018. The emergency response rates between January and April compared between 2017 and 2018 are within the acceptable level (90th percentile) as defined by the National Fire Protection Association. A portion of Colee Hammock neighborhood and Las Olas Blvd is served by fire station no.2 (NE 2nd Street and Broward Blvd) and the other by fire station no. 49 (1015 Seabreeze Blvd). The preferred routes to Colee Hammock are outside of the Las Olas Blvd demonstration project.

⁵ Neighbor and Business survey collected between May 7 and May 28, 2018. There were 672 neighbor survey responses and 37 business survey responses.

The project achieved this goal by decreasing the amount of stop and go traffic which decreased the overall traffic delay along the corridor⁶. Due to this, the weekday average traffic speed was reduced on Las Olas Boulevard which increased the average travel time.

The number of people driving south on SE 15th Avenue towards Las Olas Boulevard increased, indicating a preference of people using SE 15th Avenue rather than cutting through the neighborhood streets in the Colee Hammock neighborhood. This traffic data is supported by the survey indicating a majority of people felt traffic flow improved on SE 15th Avenue. Also, the corridor experienced a positive trend in the number of people biking, walking and using designated rideshare and loading zones. On-street parking revenue increased even though some on-street parking spaces were repurposed for the designated rideshare and loading zones.

Goal 2: Performance Metrics	%Change	2018	2017
1. VEHICLE TRAVEL DELAY			
Andrews Avenue to SE 15 th Avenue (Average weekday peak)- Reduction in travel delay	20%	129 seconds	161 seconds
2. VEHICLE TRAVEL TIME			
Andrews Avenue to SE 15 th Ave (Average weekday peak)- Increase in travel time	19%	363 seconds	294 seconds
3. UTILIZATION BY MODE			
Number of vehicles on Las Olas Blvd, East of SE 15 th Ave (Average weekday peak)	-12%	1243/hour	1410/hour
Number of South-bound vehicles at Las Olas Blvd and SE 15 th Ave (Average weekday peak)	+8%	453/hour	420/hour
Number of rideshare drop-offs/pick-ups (Average Saturday peak hours 7:00PM to 11:00PM)	19/hour	19/hour	n/a
Number of delivery vehicles loading/unloading per loading zone (weekday 8:00AM to 12:00PM)	4/hour	4/hour	n/a
On-street parking revenue (49 spaces along Las Olas Blvd demonstration project)	+10%	\$67,012.94	\$61,164.94
4. PERCEPTION OF TRAFFIC FLOW (survey⁷)			
<i>Traffic flows better on SE 15th Avenue</i>	52%	52%	n/a

⁶ The 2018 traffic data shows that vehicles are not stopping as often but traveling in a safer, more consistent speed throughout the Las Olas Boulevard corridor from Andrews Avenue to SE 15th Avenue.

⁷ Neighbor and Business survey collected between May 7 and May 28, 2018. There were 672 neighbor survey responses and 37 business survey responses.

Goal 3: Promote Economic Vitality

Street improvements, particularly projects allocating dedicated space for people biking and improved infrastructure for people walking, have shown to positively impact retail and restaurant sales in other cities across the country.

Given the short evaluation period for the pilot, the economic impacts listed below cannot be directly attributed to the project. However, these impacts indicate a positive trend with businesses self-reporting an increase in foot-traffic and sales. Within the limits of the demonstration project, at least one empty restaurant space opened and at least once is planned to be open by the end of 2018.

Goal 3: Performance Metrics	Increase	Decrease	Neutral
<i>ECONOMIC IMPACT ON BUSINESS (survey⁸)</i>			
<i>Businesses reporting foot traffic (self-reported)</i>	38%	62%	n/a
<i>Businesses reporting sales (self-reported)</i>	41%	22%	38%

In conclusion, the above data and survey results indicate that the temporary demonstration was successful in achieving the project goals. Neighbor surveys show 51% of neighbors⁹ and 68% of businesses¹⁰ would like to see permanent improvements on Las Olas Boulevard, of which 15% of neighbors and 27% of businesses would like to be engaged in a public process to plan and design those improvements.

⁸ Neighbor and Business survey collected between May 7 and May 28, 2018. There were 672 neighbor survey responses and 37 business survey responses.

⁹ Neighbor survey responses including 1) 36% responses to Yes, make the improvements permanent; and 2) 15% responses to Maybe. However, I would like to discuss potential improvements with my neighbors and the City.

¹⁰ Businesses survey including 1) 41% responses to Yes, make the improvements permanent; and 2) 27% responses to Maybe. However, I would like to discuss potential improvements with my neighbors and the City.