

# Application: 0000000044

Josette Severyn - jseveryn@fortlauderdale.gov

#MadeToMove

## Summary

ID: 0000000044



## Terms and Conditions

Completed - Jun 12 2019

# #MadeToMove Grant Program Terms and Conditions

## UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC

### #MadeToMove Grant Program

#### Terms & Conditions

The following questions require your agreement and acknowledgement to the following statements as similar terms will be also be included in the Grant and Master Services Agreement to be executed by all participants at the time of award:

**a) I understand that the selected cities will be determined by Blue Zones, LLC and Unilever and its brand, Degree Deodorant ("Degree") in their sole discretion and agree to accept the decisions of Blue Zones, LLC and Degree as final and binding as it relates to the program.**

Agree

**b) I understand by submitting this application, that my community and team members agree to release and hold harmless Blue Zones, LLC, Degree and their parent organization, shareholders, subsidiaries, affiliates, directors, employees, promotional agencies, attorneys, representatives, agents, successors and assigns (the "Indemnified Parties") from any liability, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not from your application, participation in the program and the administration of the program by the Indemnified Parties.**

Agree

**c) I understand that the #MadeToMove grants program is governed by Minnesota (Blue Zones, LLC headquarter location) law without regard to conflict of laws principles. As a condition to submitting my application, my community and team members agree that any disputes arising out of the program shall be resolved, without resort to any form of class action, exclusively before a court located in Hennepin County, Minnesota. Further, in any such dispute, under no circumstances will my community or team members be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, special or consequential damages, including attorneys' fees.**

Agree

**d) I understand my community and team members will be required to participate in media and press opportunities to promote their participation in the program, including providing short stories of local impact, providing photos and video if requested, participate in interviews, and provide quotes and content for public relations and marketing purposes. I further understand that my team members may be required to provide consents related to the use of their name and likeness in any of the foregoing.**

*Note: Applicants or applicant's team members should not disclose any proprietary, protected or otherwise confidential information.*

Agree

**e) I understand that it is a requirement that any winning communities and team members will integrate a leave-behind such as an installed sign or plaque that shows projects were supported by Degree and Blue Zones, LLC.**

Agree

**f) I understand that as a condition to receiving the grant and related services that my community and team members must be willing to engage Blue Zones, LLC (or its designee) and enter into a Grant and Master Services Agreement with Degree and Blue Zones, LLC. I also understand that my community and team members shall use the grant funds only for the program and agreed upon projects as outlined in the Grant and Master Services Agreement with Degree and Blue Zones, LLC.**

Agree

**g) I understand that my community will need to work in collaboration with Blue Zones on measuring the anticipated and ongoing community impact of the final project as set forth in the Grant and Master Services Agreement.**

Agree



Application Form

Completed - Jun 12 2019

## #MadeToMove Application Form

### Application Summary

#### Project Name

Flagler Greenway Transportation Equity Improvement Project

#### Location

Please enter your location for your project as follows: City, State (ex: New York, NY or Dallas, TX, or Los Angeles, CA)

Fort Lauderdale, FL

#### Lead Applicant

Josette Severyn

#### Project Partners

Transportation and Mobility, City of Fort Lauderdale;

Fire Rescue Department, City of Fort Lauderdale;

Office of the Commissioners, City of Fort Lauderdale

## **Short Project Opportunity Description**

100 Words or Less

This project will enhance accessibility and connections to the Flagler Greenway in a designated Transportation Equity Zone. To increase accessibility, real and perceived, the project will increase bike and micro-mobility parking to enhance the viability of both recreation-based and utilitarian-based active transportation opportunities. Meanwhile, wayfinding and placemaking will enhance visibility of the infrastructure as a viable form of active transportation and transform to the infrastructure into a comfortable and inviting experience.

## **Impact Statement**

How will this funding opportunity impact active transportation (short-term and long-term) in your community?

100 Words or Less

By allocating a funding source, the Flagler Greenway will be able to realize improvements in timely manner and have a viable, safe, active transportation facility in a Transportation Equity Zone characterized by elevated health risks compared to the state and national prevalence rates. This facility can be the backbone of the urban core connecting rail and bus transit stations to the community, as increased accessibility to parks provide an increase in active transportation opportunities.

## **Key Words**

Please describe the proposed project opportunity with five key words.

Accessibility, active transportation, bike/micro-mobility parking, wayfinding, equity zone

## **Section 1. The Team**

Teams must have representation from health, local planning and engineering, and include elected officials. Teams may have additional members from areas such as administration, economic development, housing, transit, healthcare, parks and recreation, schools (including universities and colleges), major employers and advocacy organizations. Teams must designate a team lead who has full authority to submit this application and enter into contracts.

Please complete the following for each team member and attach a letter of commitment for each, on agency letterhead (See template). Please add extra tables for supplemental team members; four representatives is the minimum requirement and teams are encouraged to include additional members.

### **Health Representative**

Name	Stephen Gollan
Title/Agency	Battalion Chief, Fire Rescue Department, City of Fort Lauderdale
Email	sgollan@fortlauderdale.gov
Phone (for lead only)	954-828-6078
Check if Team Lead	<input checked="" type="checkbox"/>

### **Planning Representative**

Name	Josette Severyn
Title/Agency	Vision Zero Coordinator, Transportation and Mobility Department, City of Fort Lauderdale
Email	jseveryn@fortlauderdale.gov
Check if Team Lead	<input checked="" type="checkbox"/>

**Engineering Representative**

Name	Christine Fanchi
Title/Agency	Engineering Design Manager, Transportation and Mobility Department, City of Fort Lauderdale
Email	cfanchi@fortlauderdale.gov
Check if Team Lead	<input checked="" type="checkbox"/>

**Elected Representative**

Name	Steve Glassman
Title/Agency	Commissioner, City of Fort Lauderdale
Email	sglassman@fortlauderdale.gov
Check if Team Lead	<input checked="" type="checkbox"/>

**Additional Team Members**

Please use the space below to add any additional team members. (Optional)

	Name	Title/Agency	Email	Role
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

## **Section 2. The Policy Landscape and Local Context**

In this section, we would like to hear about your community context, including the plans, practices and procedures that are shaping your community's active transportation environment. Please respond to each question, using a maximum of 300 words for each response (for Section 2). The first response will not have bearing on community selection; it is meant to help us better understand your community.

### **Select Region**

Southeast

#### **1. Please tell us about your community, including size, location, and demographics (not limited to percentage of age, ethnicity, average income, etc.).**

Demographic information is gathered to ensure that Blue Zones, LLC understands the needs of a selected community when developing a program for such community.

The City of Fort Lauderdale, Florida is a coastal city in Broward County in South Florida with a population of 182,827 and density of 5,258 people per square mile. The City is experiencing dramatic growth with a 10% increase in population since the 2010 Census. Nearly 52% of residents identify as minorities, including Black or African American (29.9%) and Hispanic or Latino (29.7%). The City includes a higher percentage of people under the poverty level (19.3%) than the county, state and national figures. The median income is \$52,315, lower than County and national numbers. The City has been identified as the highest "Transportation + Housing" costs of any City due to the high housing costs and lack of multimodal transportation options.

Fort Lauderdale's health indicators and outcomes consistently rank higher in the prevalence of health risks associated with physical inactivity when compared to the state and other US cities. Fort Lauderdale has a higher age-adjusted prevalence of no leisure-time physical activity (27.4) than the US (23.7), and higher obesity prevalence (28.1) than the state (27.4). Fort Lauderdale also has higher age adjusted prevalence for high blood pressure, high cholesterol, and coronary heart disease in comparison to the State and US. The City has higher rate of mental health not good for greater than 14 days (13.3) than the state or US (11.9).

The City's high prevalence of health risks and chronic diseases associated with physical inactivity strongly suggest that City residents would greatly benefit from increased opportunities and access to physical activity including biking and walking. While the city has a number of parks and recreational facilities throughout, the City is lacking a complete, connected network of multi-modal facilities that provide safe, comfortable and attractive access to local destinations and opportunities for physical activity for both utilitarian and leisurely purposes.

**2. Please describe your community's policy and planning efforts around active transportation. What plans are in place or anticipated? What policies are in place or anticipated? Please address both transportation and land use in your response.**

Please include links to existing documents, plans or practices that confirm the focus on policy and systems level change. Examples include:

- Community vision statement or document;
- Comprehensive Plan; Downtown or other Master Plan; Growth Plan; Parks, Open Space and Recreation Plan; Sustainability Plan or equivalent; and
- Existing plans such as Active Transportation Plan; Pedestrian Plan; Bicycle Plan; Sidewalk Inventory; or Safe Routes to School Plan.

In 2012, Fort Lauderdale completed Fast Forward Fort Lauderdale 2035, a vision plan which set forth ambitious goals to make the city a livable, healthy, and active city in years to come. From this vision, the priority of transforming the car-centric city to a multimodal city was established and the City Commission created the Transportation & Mobility Department that consists of cross-disciplined staff focused on increasing capacity for pedestrians, bicycles and transit.

By 2013, a Complete Streets Policy was adopted and ranked in the top three policies of 2013 by Smart Growth America. In 2014, the Department delivered its Connecting the Blocks Plan, which serves as the implementation plan for a more connected and safe transportation network. Finally, in 2015 the City adopted its Vision Zero Policy and became the first city in the Southeastern US to work towards achieving zero deadly crashes and severe injuries.

The recommendations in the plans are currently being implemented and codified to the city's Comprehensive Plan update by the City's Sustainable Development Department in partnership with the Transportation & Mobility Department. The Comprehensive Plan update will ensure that new development and changes to the existing land uses are complimentary to a transportation network that focuses on increasing safe active transportation facilities and programs and work toward codification of the many successful practices that have been implemented to improve mobility during redevelopment of property. The City has experienced positive changes to its infrastructure and population density. Since the Department's creation, over 28 miles of bike lanes have been installed, over 11 miles of new sidewalks, and 102 new or enhanced crosswalks have been completed. However, there are still a number of challenges to fully accommodate the number of people biking and walking and become a truly multimodal, pedestrian-first city.

[www.fortlauderdale.gov](http://www.fortlauderdale.gov) or <https://www.fortlauderdale.gov/departments/transportation-and-mobility>.



**3. Please describe how your community recognizes social, economic and/or racial equity as priorities in its active transportation efforts.**

Please include links to plans, documented practices and procedures that establish equity as a strong contributing factor to transportation funding and implementation decisions. Examples include:

- Project selection criteria;
- Designated staff; and
- Plan and policy language

Equity continues to be at the forefront of every project implemented in the City. The strategies and solutions the City utilized to improve mobility aim to make our community safe and accessible for people of all ages and backgrounds. With strong consideration for low income, minorities, zero vehicle households, children and seniors, and the disabled, the City prioritizes connections to transit, services, schools, parks, and other regional and civic uses.

This is evident through our Mobility Master Planning process, which ensures all mobility needs are accommodated. These plans complement the citywide recommendations contained in the Connecting the Blocks Plan. Both of which have equity measures identified in the ranking criteria for project selection criteria and prioritization as well as in the ranking of which neighborhood would be prioritized for work next. The Transportation & Mobility Department is staffed by diverse members from different professions as well as race, ethnicity, sex to create a diverse mix of viewpoints and opinions which allows us to create the best projects possible with a dedicated Livability Planner and Vision Zero Coordinator. Currently, a Mobility Master Plan is being completed within the area of the proposed project that is within a Community Redevelopment Area. The plan aims to increasing accessibility of active transportation infrastructure while maintaining the character of the neighboring areas. It is crucial that safe infrastructure and accessible connections can be provided in this designated Transportation Planning Equity Area and home to our Made to Move proposed projects.

The City is an AARP Livable Community and Vision Zero focus city.

Ranking criteria can be provided for the Master Plan neighborhood selection upon request. Please see the Connecting the Blocks Document for project ranking criteria

<https://www.fortlauderdale.gov/departments/transportation-and-mobility/transportation-division>

**4. Please describe your community's demonstrated intent and ability to advance project and policy outcomes aligned with this grant opportunity. Examples include:**

- Staff dedicated to active transportation, sustainability, or equity;
- Partnerships focused on health and equity that are already formed or underway (committee, task force, etc.); and
- Existing grants, upcoming funding opportunities (Including Capital Improvement Program, Transportation Improvement Program, or other local, state or federal funding source).

The City's Transportation Department (TAM) was established in 2012, to implement new multimodal projects to realize the City's Vision. TAM has implemented over 100 crosswalk improvements, over 11 miles of new sidewalk construction, and over 28 linear-miles of bike lanes both through city, county, state and federal partnerships. These funding sources include CIP funds, most notably \$500,000 for downtown walkability, transportation alternatives grants annually, and participation in a TIGER Grant. By the end of 2019, TAM will have 114 complete streets projects implemented focusing on promoting active transportation.

The City is dedicated to increasing livability for residents and visitors of all ages which can also be seen in the City being an AARP Livable City which is a multi-department effort, and the "LauderTrail" Initiative, a Commission Priority to develop a seven-mile multi-use trail to provide safe and comfortable connections to local and regional destinations lead by TAM's Livability Planner and includes a resident working group. Also, through nine Neighborhood Mobility Master Plans, the City continues to focus on increasing safe, connected active transportation facilities.

The Vision Zero initiative includes both multi-departmental collaboration as well as multi-agencies lead by the Assistant City Manager and the Vision Zero Coordinator. The City has implemented programming such as Bike/Walk to School/Work Day, bicycle rodeos, and safety education through partnerships with health, education, county, state and residents.

Additional staff include the Public Works, Roadside Services team, which has capacity to pour concrete and install signs/bike parking, etc. and have assisted in TAM's implementation.

The Master Plan being completed in this area was requested to provide projects to be funded by the Community Redevelopment Agency. The County residents also just passed a one cent Transportation Surtax that will partially be available to cities for improvements. Also available is Transportation funding through the MPO and State.

### **Section 3. Taking the Temperature**

Please answer the following questions about achievements, partners, and volunteer opportunities that are relevant to your community. Do not expand on answers which are not relevant to your community; e.g. if the private sector has not yet actively engaged on this topic (question c) simply state this. Maximum 100 words each (for Section 3).

**a. Within the past five years, have achievements in active transportation been demonstrated in your community?**

A Complete Streets Policy, Plan was adopted and more than 28 new miles of bike lanes, 11 miles of new sidewalks and 102 new or enhanced crosswalks were installed. The reconstruction of Old Dixie Highway into a complete street is a great example of our achievements. The project provided sidewalks on both sides of the road, green bike lanes and traffic calming improvements throughout the corridor, which connects to another recently completed CS project. The continuous bike counter has recorded an average of 105 bicyclists per day with observed recreational and commuting patterns where previously there were few.

**b. Has the school system embraced sustainability, health, and/or active transportation as priorities and is this demonstrated through investments in and placement of neighborhood schools, curricula, extra-curricular, or volunteer activities?**

Broward County Public Schools (BCPS) has a Wellness and Learning Supports Committee that determines and monitors all wellness initiatives of the school board including obesity prevention. BCPS has also organized Walk to School Days in partnership with the Broward MPO and Fort Lauderdale. The school board has consistently allocated a board member to serve on the Broward MPO Board and is a consistent partner for Safe Routes to School programming. Several schools have embraced WalkSafe curriculum teaching elementary students how to walk safely.

**c. Has the private sector (major employers, developers or businesses) demonstrated support for community health, sustainability and/or active transportation?**

The private sector has demonstrated support for community health, sustainability and active transportation. This is apparent by the annual participation and support for the Mercedes Benz Corporate run, which drew 8,668 participants from 280 companies from the private sector and public sector in 2019. Additionally, the private sector has had major contributions to the City of Fort Lauderdale's Transportation Summit, which emphasizes the need for alternative modes of transportation, and safe, complete streets. Another example is the implementation of the Mockingbird Trail an urban art trail and placemaking initiative fully funded through private donations.

**d. Have nonprofits, community service or other non-governmental organizations actively engaged in community health, sustainability and/or active transportation?**

Broward Regional Health Planning council, is a 501 (C) 3 not-for-profit that the City has consistently partnered with on a variety of initiatives for active transportation such as Safe Routes to School and Safe Routes to Safe Places. The University of Miami WalkSafe Program is another non-profit organization we partner with to teach children how to walk safely to school and within their communities. The City has also partnered with Bike-Walk Fort Lauderdale and Recyclable Bicycle Exchange, local 501(c)3s focusing on increasing access to better, safer and more connected bicycle and pedestrian infrastructure throughout the City.

**e. Has the health community formally recognized the public health benefits of active transportation? Do they actively advocate for and support pro-walking and biking policies and environmental changes?**

Memorial Hospital, a local Trauma 1 hospital, have been partners with the City and have completed several lectures to staff on the importance of physical activity and a healthy diet through our Wellness Program. The Florida Department of Health at Broward County also has the Healthiest Weight initiative, which partnered with Safe Routes to School programming and hinges on healthy eating and active living. This initiative also includes the Healthy Communities Champions Recognition Program that recognizes municipalities that have implemented “best practice” policies to create healthier communities.

**f. Are there strong volunteer supports that are being, or could be, employed to further the active transportation efforts in your community?**

The City of Fort Lauderdale has the Community Emergency Response Team (CERT), and one of the initiatives they have received training on is the Savvy Cyclist Ride Anywhere. Ride Awesome! Program. Participants can advance to become a trainer in their community through an instructor’s program. Another effort is a partnership with Broward County and Florida Department of Transportation to provide/bicycle and pedestrian trainings, a “train the trainer” model to conduct bicycle safety lessons, bicycle rodeos, helmet fittings, and pedestrian safety lessons. The City and County also have leadership programs and neighborhood associations are very active within the City.

**g. Please describe the public engagement strategies being implemented in connection to active transportation efforts in your community.**

The City of Fort Lauderdale and partners have held Family Fun rides, which are bicycle rides that meet and end at parks; Bike to Work Day, which had over 200 people participate last year; and Walk to School Day with four participating schools this past fall. The FAT Village and Mass District ArtWalks have also celebrated active transportation by utilizing festival streets monthly that discourage vehicular travel and celebrate active transportation. These efforts are prime examples of active transportation efforts led by the City. Another example, the Fort Lauderdale Beach Mobility Plan is based on providing enhanced active transportation options.

**h. Please describe the level of support for active transportation received from your local elected officials and note if any are champions.**

For the 2018 Walk To School Day, our elected officials supported and participated in the walk to school with the children. Our City Commission and Mayor also voted to advance the Vision Zero Zeroing In Five Year Action Plan. Within this plan, we encourage a mode split that utilizes active transportation and active transportation policies and strategies. They have also established one of their key annual priorities as being the establishment of the LauderTrail that will be a 7 mile recreational trail throughout the city.

**Section 4. Project Opportunities**

In this section, we would like you to describe up to three opportunities to advance active transportation in your community. Feel free to describe one or two. These should be examples that your team feels reflects the needs of your community and have potential to become model projects that might inspire comprehensive capital projects.

**1. Potential projects that advance active transportation in our community are listed below. Please keep in mind the set project budget (\$90,000), and timeline (12 months) as you consider potential projects. Note that you will be receiving \$10,000 for planning and your community demonstration day as outlined in Phase 1 of the Application Guide.**

a.	Flagler Greenway Accessibility Improvements
b.	Bicycle and Micromobility Parking
c.	Wayfinding and Placemaking

**2. For each project, please describe the desired impact in the community. This can be a variety of influences, including improving access, network connectivity, diversity in representation across active modes, improved safety, etc. Maximum 300 words each.**

**a.**

project are to increase accessibility between the Flagler Greenway and the revitalizing districts in proximity for active forms of transportation by improving network connectivity and to increase use of the existing facility.

The Flagler Greenway runs along the Florida East Coast railroad tracks through a revitalizing warehouse district within Flagler Village providing an active transportation connection between the two major arterials within downtown of Broward Boulevard and Sunrise Boulevard and beyond through various connections. The surrounding area is rapidly growing in popularity for high-density development primarily utilized for young families, young professionals, and 55+ housing; income-restricted housing; and businesses. This area is within proximity to affordable housing, low income and minority communities with a higher level of zero vehicles.

The Flagler Village community is lacking pedestrian and bicycle infrastructure, as well as vehicular parking, which makes this area a great place to invest in active transportation. Accessibility enhancements to the Flagler Greenway will improve connectivity and safety, and could become a vital north-south active transportation connection to more communities, the Broward County Transit Station, and the upcoming Mobility Hub. There are also efforts to try to continue to work with the Flagler East Coast Railway to continue to expand the Greenway to the north and south in the City.

**b.**

The outcome of this portion of the project will be to provide parking to support active transportation of scooters and bicycles through the installation of racks and corrals. Since vehicular parking is limited in this district, parking for active transportation is critical to the success of increasing utilization of facilities and reducing vehicle use. Providing bicycle and micromobility parking is an important strategy to enhance active transportation accessibility to start or end your trip.

**C.**

The outcome of the wayfinding and placemaking portion of the project is to direct active transportation users from the Flagler Greenway to the redeveloping district and parking. This strategy is important to support increased active uses by making users aware of the facilities and how to navigate them. Adding wayfinding and placemaking improvements is a great way to navigate people to your infrastructure, whether it's a greenway or bike parking, and placemaking is a creative way to enhance adoption of the infrastructure and increase utilization. By adding wayfinding, we can direct people to the infrastructure and the destinations they can reach along their travels. However, infrastructure is only as good as the perception of safety and comfort. With placemaking initiatives, the goal is to make active transportation fun and welcoming for people to engage. Using art, spaces can be transformed into active transportation havens that are fun, engaging, and useful.

**3. Please describe any policies, plans, processes or awards that will support these projects and ensure long-term sustainability of this investment. Maximum 300 words.**

There are several policies, plans, projects and programming that will support these projects and ensure long-term sustainability of the investments:

Complete Streets and Vision Zero: These policies ensure continuous commitments to improve multimodal safety and create a complete network of complete streets to ensure seamless connectivity. Complete Networks and Vision Zero are themes among our upcoming Comprehensive Plan revisions.

Mobility Masterplan: This includes the area and provide a masterplan of investments to come. This plan is currently underway and includes extensive public outreach processes and will identify projects that will enhance safety, multi-modal infrastructure and overall quality of life.

FTA Mobility Hub Grant: This \$3.5 million grant is funded by the Broward Metropolitan Planning Organization. It will create improvements to the area that will support the projects, including streetscape improvements, improvements to a portion of the Flagler Greenway, bike lanes, and festival streets. This grant includes allocated funds for construction.

LauderTrail: A City Commission priority this year is to develop a 7-mile trail for active transportation uses throughout the City for residents and visitors. A portion of this project includes providing connections to the existing and proposed future expansion of the Flagler Greenway.

Land-Use/Redevelopment: As the area continues to redevelop, more pedestrian/bicycle infrastructure is anticipated to be developed along with diverse land-uses to generate more safe, active transportation opportunities.

Programming: City and community led programming continues to thrive in Flagler Village. For example, Food in Motion, a monthly second-Friday food event; and Art Walk, a monthly last-Saturday event. The neighborhood associations continue to support improvements to the area including: painting sidewalks and crosswalks to improve safety and develop placemaking for active transportation.

Micromobility: As the first city in Florida to have micromobility regulations to permit e-scooters and e-bikes through an ordinance, we are required to have adaptive, safe accommodations.

**Section 5. Evaluation**



**1. The goal of this award is to advance active community environments. Please describe your desired shorter-term outcomes and longer-term impacts, including the process and outcome evaluation indicators you have selected for demonstrating success. Maximum 300 words.**

Through the public participation process, the goal is to gauge how using art and design can increase placemaking and the attractiveness of the Flagler Greenway and the MassDistrict which is a revitalizing former warehouse district in downtown, therefore encouraging increased active uses.

In the short term, the desired outcome is to increase accessibility to the Flagler Greenway by adding concrete landing pads to connect the greenway with the edge of the street. Currently, the greenway only has accessibility at the rail crossings. To further enhance accessibility of the area, bike racks and dedicated micro-mobility parking will be added. Art and signage will be a wayfinding tool to guide people to the greenway and identify the distance to specific destinations.

Over the long term, it is hypothesized that accessibility improvements to the greenway, increased bike and micro-mobility parking accessibility, wayfinding and placemaking will improve overall utilization of the Flagler Greenway. We envision that the Flagler Greenway will become a highly utilized safe, healthy, comfortable, and convenient active transportation facility through the heart of Fort Lauderdale, connecting major activity centers and public transportation hubs as part of the future LauderTrail. To measure the outcomes, of increased active transportation, the City will install temporary counters to measure usage before and after the project. Additionally, bike and micro-mobility parking can be surveyed, utilizing staff, to collect randomly aggregated data collections to capture an average through a sampling. This method would be implemented before and after the project improvements to evaluate usage.

To measure success, a questionnaire to identify current perception of the greenway, areas to focus on, and destinations to identify future wayfinding efforts would be developed. The questionnaire would be conducted before and after implementation to provide measures for evaluation purposes.



## Upload Letters of Commitment

Completed - Jun 12 2019

### Jumbos Clown Room Letter of Support

Filename: Jumbos\_Clown\_Room\_Letter\_of\_Support.pdf Size: 81.1 kB

### Searstown Letter of Support

Filename: Searstown\_Letter\_of\_Support.pdf Size: 31.7 kB

### MAC Art

Filename: MAC\_Art.pdf Size: 86.8 kB

### Native Realty Letter of Support

**Filename:** Native\_Realty\_Letter\_of\_Support.pdf **Size:** 427.0 kB

## Wells Coffee Company

**Filename:** Wells\_Coffee\_Company.pdf **Size:** 368.4 kB

## Flagler Village Letter of Support

**Filename:** Flagler\_Village\_Letter\_of\_Support.pdf **Size:** 334.2 kB

## 06122019 Made to Move Letter of Commitment

**Filename:** 06122019\_Made\_to\_Move\_Letter\_of\_Committment.pdf **Size:** 388.8 kB

UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC  
#MadeToMove Grant Program  
Letter of Commitment

June 12, 2019

Ms. Claudia Caiazzo  
Owner  
Jumbos Clown Room  
912 NE 2<sup>nd</sup> Ave  
Fort Lauderdale, FL 33304

Blue Zones, LLC  
323 N. Washington Ave. 2nd Floor  
Minneapolis, MN 55401

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To Whom It May Concern:

On behalf of Jumbos Clown Room, please consider this letter as formal Letter of Support for the City of Fort Lauderdale's commitment to implement the Flagler Greenway Transportation Equity Improvements, if awarded the grant.

As a member of the community, we strongly support this grant application and the focus on increasing opportunities for active transportation and connections to public transportation.

This letter conveys our commitment to support this endeavor.

Sincerely,

*Claudia Caiazzo*

Claudia Caiazzo  
Jumbos Clown Room

UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC  
#MadeToMove Grant Program  
Letter of Commitment

May 28, 2019

Shelby Smith  
Searstown Warehouse, LLC  
818 – 824 NE 4<sup>th</sup> Ave  
Fort Lauderdale, FL 33301

Blue Zones, LLC  
323 N. Washington Ave. 2nd Floor  
Minneapolis, MN 55401

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To Whom It May Concern:

On behalf of **Searstown Warehouse, LLC**, please consider this letter as formal Letter of Support for the City of Fort Lauderdale's commitment to implement the Flagler Greenway Transportation Equity Improvements, if awarded the grant.

As a member of the community, we strongly support this grant application and the focus on increasing opportunities for active transportation and connections to public transportation.

This letter conveys our commitment to support this endeavor.

Sincerely,



Shelby Smith, Manager  
Searstown Warehouse, LLC

**Blue Zones, LLC**

323 N. Washington Ave.  
2nd Floor  
Minneapolis, MN 55401

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UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC

#MadeToMove Grant Program  
Letter of Commitment

To Whom It May Concern:

On behalf of MAC Fine Art, please consider this letter as formal Letter of Support for the City of Fort Lauderdale's commitment to implement the Flagler Greenway Transportation Equity Improvements, if awarded the grant.

As a member of the community, we strongly support this grant application and the focus on increasing opportunities for active transportation and connections to public transportation.

This letter conveys our commitment to support this endeavor.

Sincerely,



**Mary Ann Cohen**  
Owner, MAC Fine Art

UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC  
#MadeToMove Grant Program  
Letter of Commitment

5/28/2019

Jaime Sturgis  
C.E.O.  
Native Realty  
719 NE 2<sup>nd</sup> Avenue  
Fort Lauderdale, FL 33304

Blue Zones, LLC  
323 N. Washington Ave. 2nd Floor  
Minneapolis, MN 55401

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To Whom It May Concern:

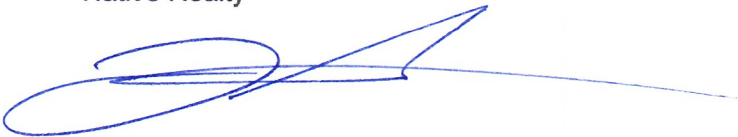
On behalf of Native Realty please consider this letter as formal Letter of Support for the City of Fort Lauderdale's commitment to implement the Flagler Greenway Transportation Equity Improvements, if awarded the grant.

As a member of the community, we strongly support this grant application and the focus on increasing opportunities for active transportation and connections to public transportation.

This letter conveys our commitment to support this endeavor.

Sincerely,

Jaime Sturgis, C.E.O.  
Native Realty





June 6, 2019

Blue Zones, LLC  
323 N. Washington Ave.  
2nd Floor  
Minneapolis, MN 55401

UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC  
#MadeToMove Grant Program  
Letter of Commitment

To Whom It May Concern:

On behalf of Wells Coffee Company, please consider this letter as formal Letter of Support for the City of Fort Lauderdale's commitment to implement the Flagler Greenway Transportation Equity Improvements, if awarded the grant.

As a member of the community, we strongly support this grant application and the focus on increasing opportunities for active transportation and connections to public transportation.

This letter conveys our commitment to support this endeavor.

Sincerely,

A handwritten signature in dark ink, appearing to read "Brandon Wells", is written over a horizontal line. The signature is fluid and cursive.

Brandon Wells  
737 NE 2nd Ave,  
Fort Lauderdale, FL 33304



**FLAGLER  
VILLAGE**

THE NEIGHBORHOOD. DOWNTOWN.

**CIVIC ASSOCIATION**

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2019**

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*UNILEVER'S DEGREE DEODORANT AND BLUE ZONES, LLC  
#MadeToMove Grant Program  
Letter of Commitment*

*May 29, 2019*

*Blue Zones, LLC  
323 N. Washington Ave. 2nd Floor  
Minneapolis, MN 55401*

*To Whom It May Concern:*

*On behalf of the Flagler Village Civic Association, please consider this letter as our formal Letter of Support for the City of Fort Lauderdale's commitment to implement the Flagler Greenway Transportation Equity Improvements, if awarded the grant.*

*As one of the recognized members of the Council of Fort Lauderdale Civic Associations, and as the primary neighborhood impacted by the greenway, we strongly support this grant application and the focus on increasing opportunities for active transportation and connections to public transportation.*

*This letter conveys our commitment to support this endeavor.*

*Sincerely,*

***Michelle Nunziata***

*Michelle Nunziata, President  
Flagler Village Civic Association*







June 12, 2019

Blue Zones, LLC  
323 N. Washington Ave. 2nd Floor  
Minneapolis, MN 55401

To Whom It May Concern:

Please consider this letter as the City of Fort Lauderdale's commitment to see the Flagler Greenway Transportation Equity Improvements, an active transportation and public transit connectivity project, implemented in Flagler Village, Fort Lauderdale, FL. As we thrive to become one of the nation's fittest cities, we believe increasing opportunities for daily active transportation through policy and on-the-ground efforts will help us get closer to achieving our goals. As a Vision Zero City, an AARP Livable City, and a City with a strong Complete Streets policy, the City of Fort Lauderdale is committed to implementing this project through a strong partnership among the Office of the City Commission, Fire Rescue Department and the Transportation and Mobility Department, while working in tandem with community support.

The City of Fort Lauderdale's commitment to become a city that prioritizes active transportation and accommodate all modes and users of all abilities is apparent in our City Visioning Plan, Fast Forward Fort Lauderdale 2035 and the policies and programs that have been developed from that vision. In 2013, the City of Fort Lauderdale completed an award-winning Complete Streets Policy designated by Smart Growth America and the National Complete Streets Coalition. Since then, the City has implemented active transportation engagement programming; hundreds of complete streets projects; has committed to eliminating all deadly and severe injury traffic crashes through adopting Vision Zero; and has become an AARP Livable City. As the City continues to commit to active living and safe accessibility and infrastructure for alternative modes of transportation, the City is updating the Comprehensive Plan to codify their commitments to Vision Zero, Complete Streets for Complete Networks, and Environmental Justice.

By signing this letter, we acknowledge, and commit to, the following in our leadership and partnership of the team:

- Leading the local team's efforts, including:
  - Directing communications and meetings locally and with the Blue Zones, LLC team;
  - Attending on-site training in Minneapolis within 90 days of Notice to Proceed;
  - Being an active participant in monthly team calls; and
  - Scheduling and coordinating the Blue Zones, LLC, team site visit and events.
- All team members involved will participate in the following:
  - Being present for all calls with Blue Zones, LLC, Built Environment Team;
  - Participating in project design and implementation;
  - Participating in all local team efforts, including:
    - Calls;
    - Planning meetings;
    - Community engagement; and
    - Relevant policy efforts.

This letter conveys our full commitment to this endeavor and acknowledgement and understanding of the full details included in the Terms & Conditions. We, the City of Fort Lauderdale, look forward to the opportunity to partnering with Blue Zones, LLC, and Degree to make Flagler Village and Fort Lauderdale a more activity friendly community.

Sincerely,

A handwritten signature in blue ink, appearing to read "B. Rogers", is positioned above the printed name.

Benjamin Rogers, Interim Director  
Transportation and Mobility

