



Applying Civic Innovation Methods to Advance Safety Education: A Pilot Program

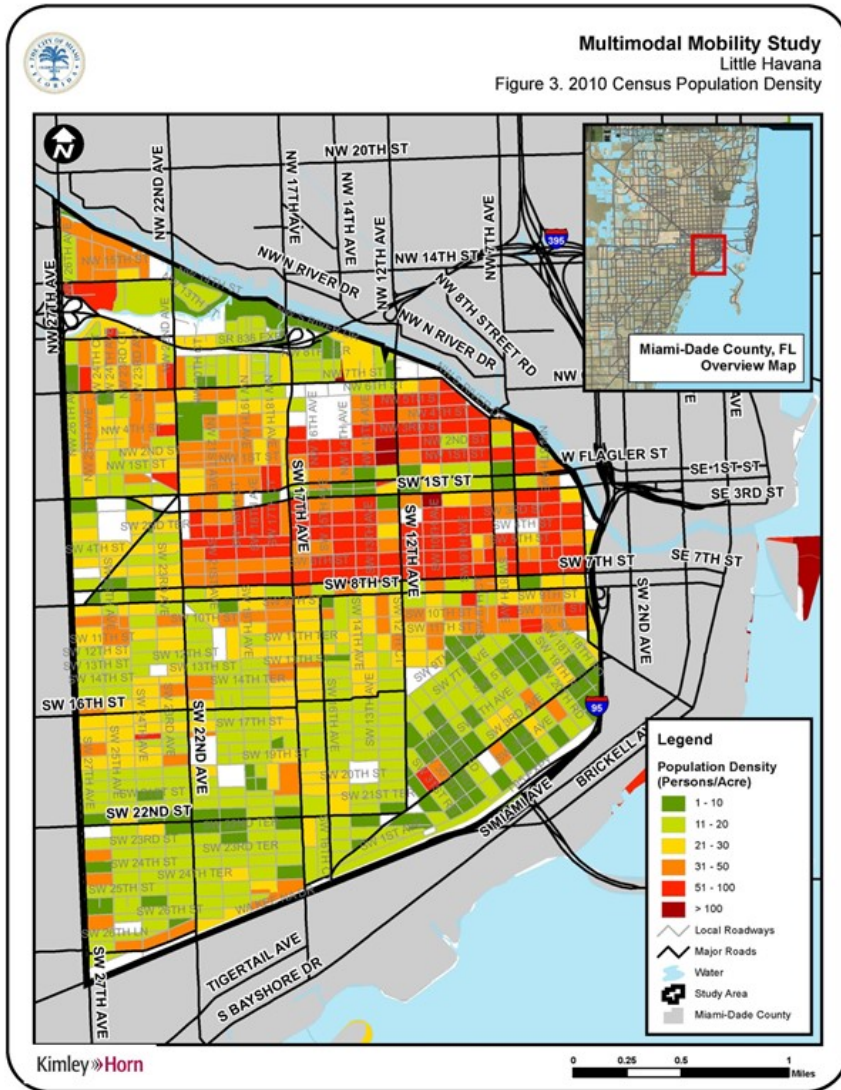
March 4, 2022

Approach: Creative Placemaking

“Creative placemaking integrates arts, culture, and design activities into efforts that strengthen communities. Creative placemaking requires partnership across sectors, deeply engages the community, involves artists, designers and culture bearers, and helps to advance local economic, physical, and/or social change, ultimately laying the groundwork for systems change.”

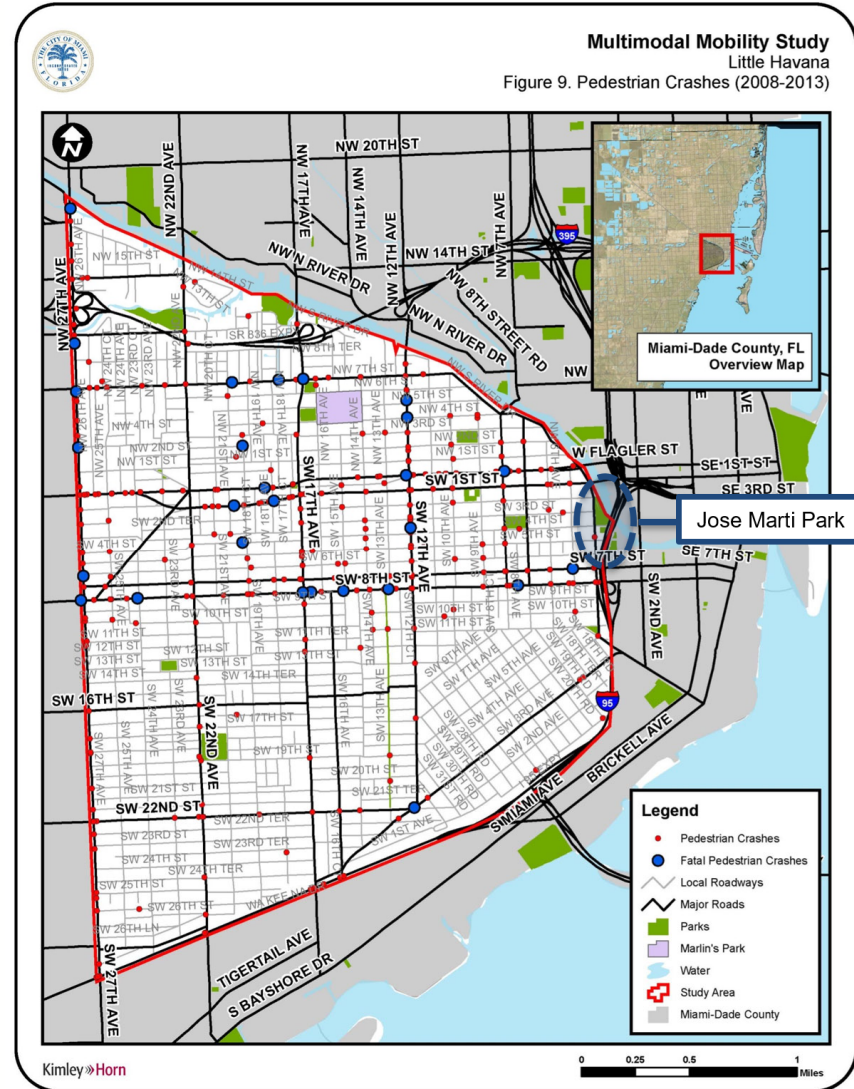
- National Endowment for the Arts

Project Area: Little Havana



- Little Havana is 95% Hispanic (U.S. Census Bureau)
- Little Havana residents own fewer vehicles per family than surrounding areas (US Census Bureau).
- The average intersection in Little Havana sees an average of 117 pedestrians per hour per intersection, with a high of 282 pedestrians per hour (Miami-Dade Transportation Planning Organization).
- Bicycle activity ranges from 2 to 46 bicyclists per hour per intersection, with an average count of 20 bicyclists per hour per intersection (Miami-Dade Transportation Planning Organization).

Project Area: Little Havana



East Little Havana Focus Groups

Focus Group	Date	Site	Attendance
1	June 18, 2019	Centro Mater (Elementary School)	13 attendees, all Little Havana residents – all women – age range: 25-45 – all parents – primary language: Spanish – all foreign-born
2	June 20, 2019	Centro Mater (Elementary School)	14 attendees, all Little Havana residents – 12 women; 2 men – age range: 25-50 – all parents – primary language: Spanish – all foreign-born
3	June 26, 2019	Jose Marti Park Community Center	18 attendees – 12 women; 6 men – age range: 25-48 – all parents – primary language: Spanish – all foreign-born

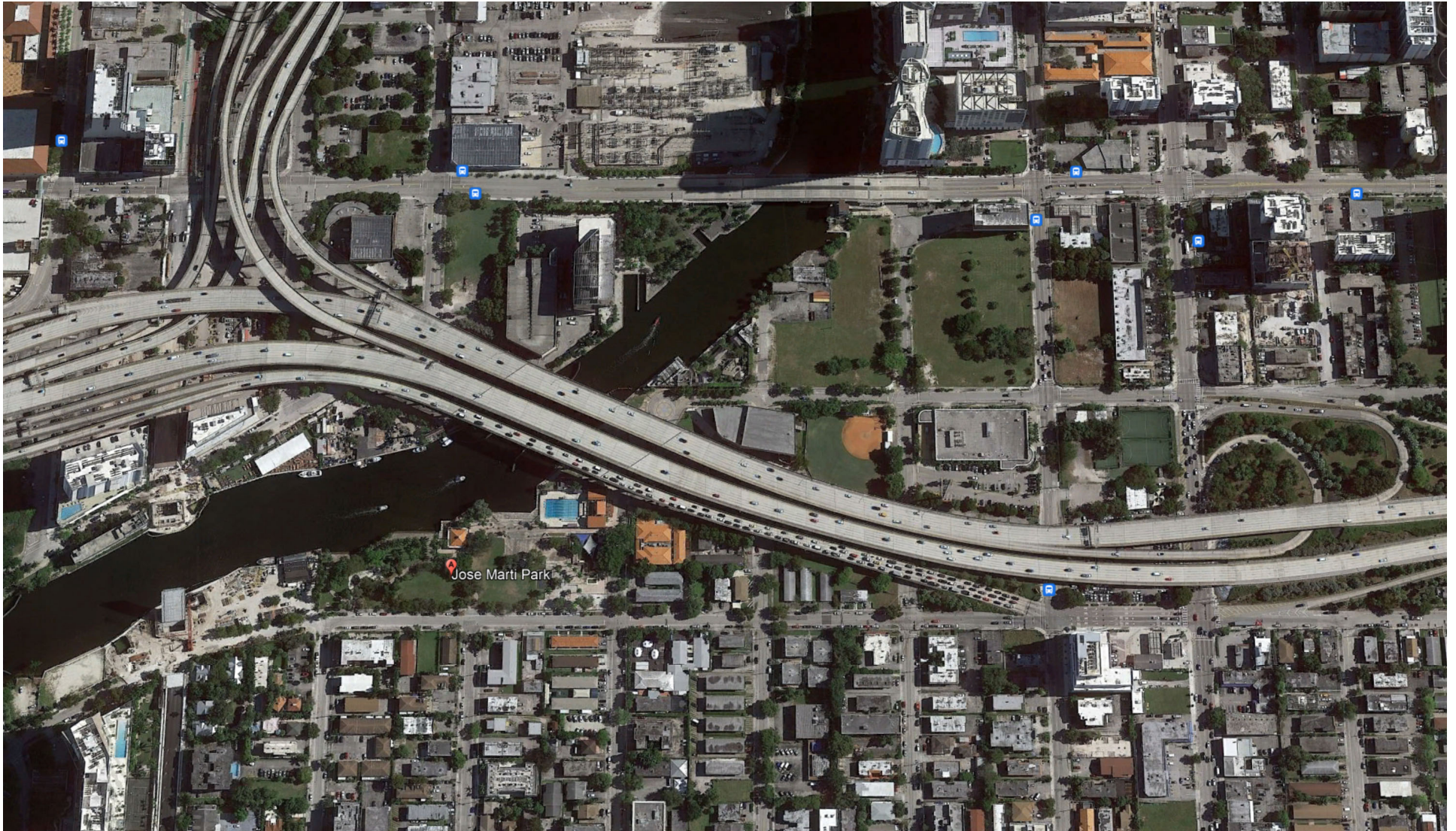
East Little Havana Focus Groups June, 2019

- Overall participants provided the following insights:
 - 95% of participants walked or rode a bike on a daily basis within the neighborhood.
 - The majority of participants reported feeling no more than moderately safe when walking or biking in the neighborhood. Participants preferred traveling on streets/sidewalks located on corridors with less vehicular traffic, citing vehicular speed as a predominant safety concern as well as subpar pedestrian/bicycle infrastructure.
 - No participant expressed comfort or likelihood of allowing children to walk or bike unsupervised, even within the immediate vicinity of their home.

Activation Objectives

- Creatively highlight street issues that are safety barriers or potential hazards to street users
- Educate and engage the public on what is not safe or could be safer on their streets
- Create a set of priorities that result in an environment prioritizing safety for pedestrians and cyclists; and
- Capture the behavior of school-age students on their streets to better adapt policies and recommendations.

Activation Site: 5th Street and Jose Marti Park



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Activation Event: Cardboard Challenge

- Participants to construct buildings and link together into a “model city.”
- Paint and chalk used to create safe transportation infrastructure for connecting the buildings.
- Learning Objectives:
 - Engage children in the design of transportation infrastructure
 - Encourage discussion on road safety, and the identification of elements that can be used to address traffic risk.



WELCOME
#Cardboard
Challenge

WOS

PAPER
RECYCLING
BIN
#3021











Impacts

RE.16
6889

RESOLUTION

A RESOLUTION OF THE MIAMI CITY COMMISSION AUTHORIZING AND DIRECTING THE CITY MANAGER PURSUANT TO SECTION 35-5 OF THE CODE OF THE CITY OF MIAMI, FLORIDA, TO DESIGNATE AS A PLAY STREET, CLOSED TO VEHICULAR TRAFFIC, THAT PORTION OF SOUTHWEST 5TH STREET BOUNDED BY SOUTHWEST 3RD AVENUE TO THE EAST AND THE WESTERN LIMITS OF THE I-95 LIMITED ACCESS RIGHT-OF-WAY TO THE WEST, ABUTTING THE FLORIDA DEPARTMENT OF TRANSPORTATION'S I-95 RIGHT-OF-WAY CURRENTLY IMPROVED AS A PART OF JOSÉ MARTÍ PARK, TO THE NORTH AND SOUTH ("PLAY STREET"), WITHIN FOURTEEN (14) DAYS OF ADOPTION OF THIS RESOLUTION BY THE CITY COMMISSION; DIRECTING THE CITY CLERK TO TRANSMIT A COPY OF THIS RESOLUTION TO THE DIRECTOR OF MIAMI-DADE'S DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS; FURTHER DIRECTING THE CITY MANAGER TO TRANSFER ALL CONSTRUCTION AND MAINTENANCE OBLIGATIONS OF THE PLAY STREET TO THE CITY OF MIAMI'S DEPARTMENT OF PARKS AND RECREATION UPON APPROVAL AND CONSTRUCTION OF THE SAME.

SPONSOR(S): **Commissioner Joe Carollo**

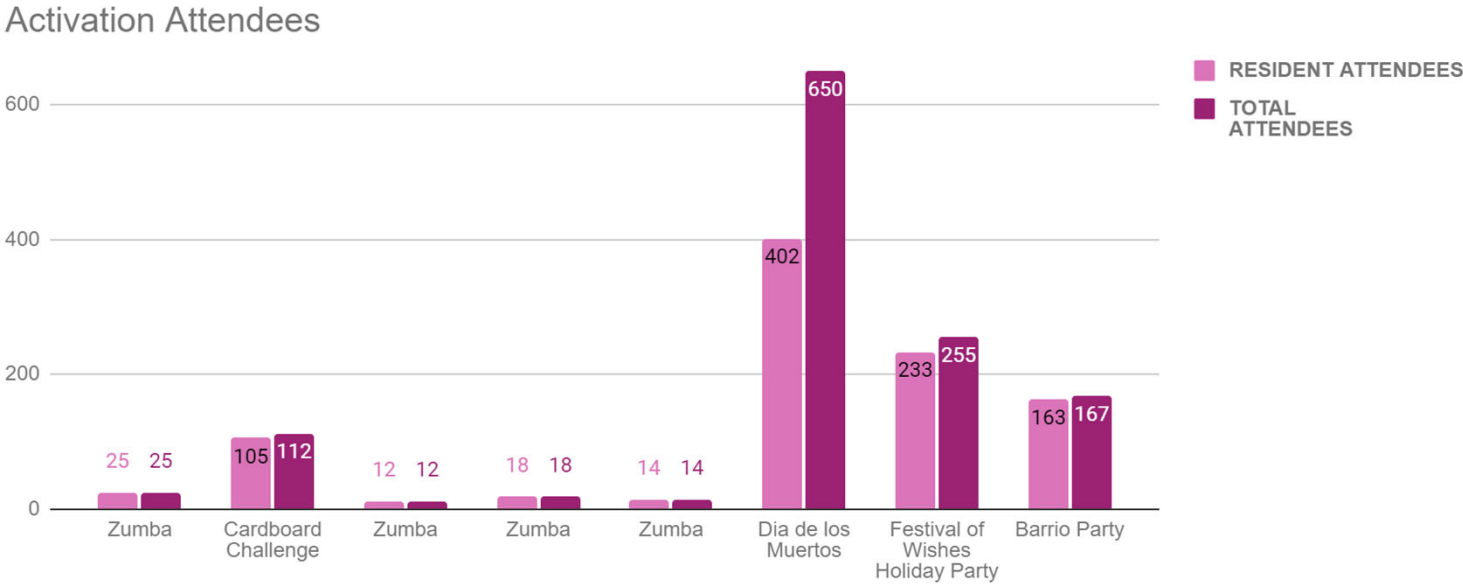
Barrio Party (February, 2020)



Barrio Party (February 2020)



Impacts (Pre-Covid)



Dibia Dream
CONCRETE • BELIEVE • ACHIEVE

STEM SATURDAYS

MARCH 14TH
9AM - 12PM

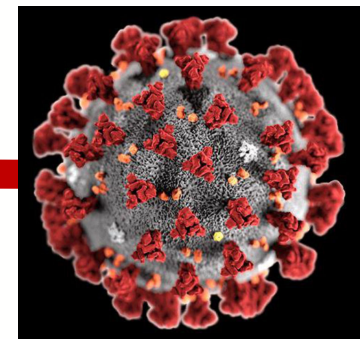
DESIGN AND BUILD YOUR OWN SIMPLE ELECTRIC CIRCUIT!

STUDENTS WILL LEARN:
 The principles of simple circuits and electricity.
 How to build simple circuits and explore electricity.

FREE FOR K-12 STUDENTS LUNCH INCLUDED

5TH STREET AT JOSE MARTI PARK
 321 SW 5TH STREET
 MIAMI, FL 33130

REGISTER AT DIBIADREAM.ORG



Outcomes

- Integrate road safety considerations into broader community development objectives.
- Demonstrate the ease of modifying and repurposing city streets.
- Empower local residents to seek changes from elected officials.
- Connections: Little Havana Dialoga WhatsApp group.
- Prep the next generation of road safety advocates!