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

Identify local assets and opportunities

Community organizing

Focus culture, identity, and place

ACTIVITIES
- Events
- Public art
- Repurpose public space
- Music
- Education
- Communal food
- Storytelling

OUTCOMES
- Community building
- Shared identity
- Shared vision
- Collective voice
- Political coalition
The Challenge
Bench around lighting column

Motor vehicle pathway

Empty parking lot: space to sit or play

Bench/play object

On request: Plot with plants

Tree

Clearly marked parking lots

Harrow openings

Bends in roadway

Parking prevented by obstacles

Planter

Fence for parking bicycles

Other Woonerf Elements
- No continuous curb
- Private access
- Use of varied paving materials
- Private footway
- No continuous pavement markings
- Space for playing
Woonerven
CENTER PLANTING ISLAND

Bends in Roadway Alignment Decrease Speed

Center Planting Island Provides More Tree Canopy

Elements within the View of Roadway Corridor Creates an “Approach with Care” Mentality

share the movement

facebook.com/BetterBlockFL

INST @BetterBlockFL

#BetterBlockFL

W betterblock.org
Mockingbird Trail

walk + bike + enjoy nature in the city

The Friends of Mockingbird Trail is the great result of a collective effort to strengthen our ties and influence in the community. Members of the community have joined forces to create a vibrant and inviting community. The Mockingbird Trail is a beautiful and accessible green space that connects residents to parks, greenbelts, and other community amenities. This project is a great example of how we can work together to create a more livable and sustainable environment. The Mockingbird Trail is a wonderful asset to our community and we encourage everyone to take advantage of this beautiful green space.
Flagler Garden is an urban gardening, educational and social space, owned and operated by the community. We reclaimed our plot in an effort to preserve Fort Lauderdale’s natural beauty and inspire our city’s cultural revitalization. Our garden is founded on the belief of growing, reflecting, exploring and engaging within our community.

The Garden is designed with longevity and useability in mind. Circulation paths, raised beds, secure equipment storage, spaces for demonstrations and a shaded common area all make for a comfortable atmosphere for socializing as well as gardening. With high visibility along NE 3rd Avenue, the Garden will be a constant reminder to pass-bys of the benefits that a 365-day growing season offers to our community. The Garden will offer special events for members, will be available for private rentals and is looking for both educational and business partnerships. Come grow downtown with us.

GARDEN LEGEND
1. Seating + Play Area
2. Communal Table
3. Tree Deck
4. Historic Tree
5. Garden Path
6. Garden Fountain
7. Garden Seat Wall + Arch
8. Work Table
9. Rain Barrels
10. Shipping Container (8'x10')
11. Shade Trellis/Hanging Garden
12. Compost Bins
13. Existing Structure
14. Garden Bulletin Board
15. Main Entry Gate
16. Decorative Fence
17. Street Front Plantings
18. Hanging Garden Panels
19. Rolling Garden Planters
20. Raised Garden Plots
21. Bench Seating
22. Service Access
Applying Civic Innovation Methods to Advance Safety Education: A Pilot Program

August 9, 2021

Ivania Augustín
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Urban Impact Lab

Eric Dumbaugh, Ph.D
Florida Atlantic University
Project Area: East Little Havana

- East 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

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<th>Focus Group</th>
<th>Date</th>
<th>Site</th>
<th>Attendance</th>
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<td>1</td>
<td>June 18, 2019</td>
<td>Centro Mater (Elementary School)</td>
<td>13 attendees, all Little Havana residents</td>
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<td>- 12 women; 2 men</td>
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<td>June 26, 2019</td>
<td>Jose Marti Park Community Center</td>
<td>18 attendees</td>
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<td>- 12 women; 6 men</td>
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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.
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
Activation Site: 5th Street and Jose Marti Park
Meet People where they are.

Find out how they communicate best

Keep things simple.

Speak their language

No chaurettes!
Find out what the needs and priorities are.
Children were key in LH.
Childcare, activities and opportunities for learning for children motivated parents participation
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.
MARCH 14TH
9AM - 12PM

FREE
FOR K-12 STUDENTS
LUNCH INCLUDED

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.

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

REGISTER AT DIBIAADREAM.ORG
WELCOME
#Cardboard Challenge
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)
Community sense of place and ownership translated the use of the street for many different purposes during the pandemic ie. vaccination and food distribution etc. which are all part of public safety. Participation and experience cultivate a sense of ownership.
Impacts (Pre-Covid)

Activation Attendees

- Zumba: 25 (Resident), 105 (Total)
- Cardboard Challenge: 12 (Resident), 18 (Total)
- Zumba: 12 (Resident), 18 (Total)
- Zumba: 14 (Resident), 402 (Total)
- Dia de los Muertos: 233 (Resident), 255 (Total)
- Festival of Wishes: 163 (Resident), 167 (Total)
- Barrio Party: 650 (Total)
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!