Report on Should DeLand be a “Complete Streets” City?
A public forum held at Stetson University on April 20, 2011
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The event

The Complete Streets forum was organized and hosted by Dr. Ball and the students enrolled in his course titled “POLI328 Civic Engagement.” The purposes of the forum were to introduce citizens of the area to the concept of complete streets (which focuses on the use of local transportation infrastructure for pedestrian access, bicycling and mass transit as well as for cars and trucks), and to engage them in discussions of the pros and cons of making complete streets a goal in DeLand.

Approximately 65 people attended the event. The evening consisted of an information panel followed by structured discussion. The detailed schedule for the event was:

6:30-7:20 Introduction to Complete Streets and their pros and cons
   Welcome – Dr. William Ball, Stetson University
   Introduction to Complete Streets – Eliza Harris, Canin Associates
   Alabama Avenue Greenway Project – Judson Pankey, CPH engineers
   Mass Transit – Kenneth R. Fischer, General Manager, Votran
   Bicycling – Tim Bustos, Executive Director, Florida Bicycle Association
7:20-7:30 Coffee break
7:30-8:15 Small group discussions
   Guided discussions informed by a set of questions to consider
8:15-8:30 Survey completion and personal response writing

Individual opinions and comments on the event were collected through a survey with both structured choices and open-ended comments. The results of the survey are summarized below. A complete version of the survey with percentages for each question and all comments is included as an appendix to this report. The survey results presented here do not include the students enrolled in the course.

Who attended?

The ages of the 52 non-student participants completing surveys ranged from 20 to 83 with a median of 51. Most came from the DeLand area, but the event included attendees from the Orlando region to Daytona. Of those who live in the DeLand area, the median length of residency was 20 years. In addition, 91% of the participants reported that they are in downtown DeLand once a week or more.

The participants tended to be civically educated and engaged. Ninety six percent reported having at least one civics or government class during their formal education and 86% reported attending multiple meetings about issues facing their communities or schools in the last year.
The attendees at the forum were experienced with using multiple forms of transportation, except that there were few mass transit users present. The results of the question asking the form of transportation used to go from home to destination at least once a week are:

- 90% Car or motorcycle
- 04% Bus or other mass transit
- 52% Walking
- 39% Bicycle
- 00% Other

These results total more than 100% because respondents checked multiple forms of transportation.

**What did participants think of complete streets?**

Forum participants were asked two structured response questions about their support for complete streets on DeLand. Their responses indicate strong support for additional investment in complete streets in DeLand and in marketing DeLand as a complete streets city:

- How important is it for the local community to invest additional effort in improving DeLand’s “Complete Streets” compared to other things it could be investing in? (check one)
  - 61% Very Important
  - 28% Important
  - 08% Somewhat Important
  - 04% Of little importance
  - 00% Of no importance at all

- How important is it to make an effort for DeLand to be known as a “Complete Streets” city? (check one)
  - 57% Very Important
  - 29% Important
  - 08% Somewhat Important
  - 04% Of little importance
  - 02% Of no importance at all

Participants were encouraged to write comments on three key questions they had discussed in small groups, as well as on any other issue they cared to comment on. Comments are summarized here and provided in their entirety in the appendix.

Responses to the first question, “What additional information would you like to have about the issue of ‘complete streets’?” indicate that group discussions primarily led to interest in more information on the cost considerations of specific complete streets measures, how to get broader public participation in the issue, and on current planning efforts regarding complete streets locally.
The second question asked “What additional actions should be taken to develop and promote DeLand as a ‘complete streets’ city or has enough already been done?” Although a couple of respondents indicated that enough has been already done, the most common responses to this question included doing more to build community buy-in and support, explicit inclusion of complete streets in local planning and development, and additional opportunities for the public to learn about the concept of complete streets.

Participants were also asked to respond to the question “What are the difficult trade-offs that have to be made on the issue of ‘complete streets’?” The primary responses here were focused on the costs of investments in new complete streets projects and concern over the impact on businesses of possible loss of convenient parking and reductions to car traffic throughput.

Finally, forum participants were invited to leave any other comments or feedback. These comments paralleled earlier comments about wanting more information, cost concerns, and a desire for more complete streets development, as well as a positive response to the forum itself.

**What’s next?**

The purpose of the forum was to introduce the concept of complete streets to a DeLand audience and to start a public dialog on the desirability of making complete streets a feature of the city. Although there was certainly some difference of opinion among participants, in the aggregate there was strong support for continued investment in developing DeLand’s complete streets and becoming known as a complete streets city, despite the costs and trade-offs. The desire for continued public education and engagement efforts was also strongly reflected in the comments from participants.

It is up to the engaged set of citizens who participated in the forum to move from information and initial dialog to sustained public action on the issue. This could certainly include individual engagement with public officials on complete streets, but some sort of continued collective engagement with public decision-makers, local media, and the region’s people is likely to be more effective. Although the organizers of the forum will not become narrow issue advocates, we would be happy to facilitate additional dialogs and coalition-building efforts on complete streets in DeLand. Please feel free to contact Bill Ball at wball@stetson.edu if you would like assistance with facilitation.
SURVEY WITH COMPLETE RESULTS, 52 respondents

We would really appreciate it if you would complete the following survey. Your answers will help us know how representative the participants at tonight’s session are and they feel about the issues being discussed. Your responses to this survey will be anonymous. If you do not feel comfortable answering a question, leave it blank. When you have completed the survey please fold it in half and give it to your moderator.

We would like to collect some information on how well our survey respondents match the general population. We are also seeking some information about your views to learn of the diversity of opinion in the room.

Please enter your age: median = 51, range = 20 to 83

Please enter your residential zip code: (see attached map)

If you live in the DeLand area, how many years have you lived here? median=20, range= 0 to 57

During the past twelve months, how many meetings have you attended about an issue facing your community or school? (check one)

49% I attended many meetings
37% I attended a few meetings
08% I attended one meeting
06% I wasn’t able to attend any meetings

Did you, yourself, happen to attend religious services in the last two weeks? (check one)

62% No
39% Yes

I had at least one civics or government class in: (check all that apply)

77% Middle or High School
75% College
04% Neither

What form of transportation do you use from home to destination at least once a week? (check all that apply)

90% Car or motorcycle
04% Bus or other mass transit
52% Walking
39% Bicycle

00% Other

How did you learn about tonight’s event? (check all that apply)

50% An e-mail
14% The Daytona Beach News-Journal
37% The DeLand-Deltona Beacon
08% Ad on Facebook
08% At the DeLand Green Fair
35% Someone told me about it
12% Another source

How often are you in downtown DeLand? (check one)

54% Daily
37% At least once a week
08% Occasionally
02% Never or almost never

How important is it for the local community to invest additional effort in improving DeLand’s “Complete Streets” compared to other things it could be investing in? (check one)

61% Very Important
28% Important
08% Somewhat Important
04% Of little importance
00% Of no importance at all

How important is it to make an effort for DeLand to be known as a “Complete Streets” city? (check one)

57% Very Important
29% Important
08% Somewhat Important
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02% Of no importance at all

-- all comments follow--
We’d like to get your written responses to some of the issues discussed this evening. All comments are included, unedited.

1. What additional information would you like to have about the issue of “complete streets”?

   All of it! A guide or plan of future development. Notice of more meetings.
   Cost considerations
   Cost, more info from those against complete streets
   Current ideas about how to accomplish complete streets - 2 hadn't heard of the design features presented by Eliza Harris
   Dates when it is going to start
   Effectiveness on current projects?
   Funding sources
   Mid-block pedestrian friendly cross walks with flashing lights to stop drivers
   More discussion. How will this affect children and their safety - going to and from school especially. Too many cars delivering and picking up children at schools.
   More information about what’s planned in the future for the city and county
   Printed literature on a website
   Some success stories describing communities that have transformed to complete streets
   Sorry this is another planning acronym such as 'smart growth,' 'TOD,' 'livable cities,' etc. etc.
   The actual definition
   This is something that should have more emphasis among the community
   Total cost per mile
   Viewpoint of all races/outlooks of income, race, gender, sexuality
   What plans does Deland have?
   What presents the challenges to accomplishing the goals of complete streets
   When we work on our streets we need to know so we can have some input
   How does the segway or yike bike fit in complete streets?
   Some numbers on ratio of people on bikes, cars and foot
   Someone came into Deland; pull all stakeholders together, citizens, businesses, students and city officers to redesign Deland as a bicycle/pedestrian friendly community - complete streets
   Cost/benefit
   Economics of complete streets - at a personal and public level; public safety
   Success stories from other cities
   Models of complete streets; success stories
   Needs more publicity in the community. I think that people would be more willing to support bike paths and sidewalks

2. What additional actions should be taken to develop and promote DeLand as a “complete streets” city or has enough already been done?

   A lot of steps are ahead
   Advertising. Tell people about it and unify the city.
All agencies need to do more
bike lanes must be built even on small streets; bike lanes with fences should be built on larger streets
Buy in from community - to reshape - redevelop itself
City wide 25 mph speed limit
Continue to engage the public in the development of a grass roots network supporting walkable livable communities
Enough has already been done
Enough has been done; the city and county have goals/objectives/policies in place to encourage multi-modal opportunities
Ensure new developments or substantial redevelopment properly relates to the street (primary space)
I'd love buying fruit for easy (or cheaper) modifications to encourage complete streets
Incorporate alternative transportation as an issue into all planning, etc.
Incorporate bike lanes; one way streets perhaps?
Incorporate complete streets concept into city's planning and zoning codes
Meet with people who design the roads and tell them what changes you want and what changes (like road widenings and intersection widenings) you don't want
More arteries for pedestrian and bicycle traffic (alternatives to Woodland)
More development in downtown Deland. More residents downtown will bring more demand for complete street services
More educational information
More forums like this one
More forums; plea to downtown for bike racks
More public education
More signage for pedestrians and cyclists; internet promotion
More town hall meetings and awareness within the community
Need a coordinated effort between groups
Need public awareness; events to promote using the newly designated streets/bike paths
Planning specific thinking about local and site specific/regional influence
Presentation to city, county and DOT
Promotional or educational mailers to promote facilities provided, and future multi-modal facilities in the works.
Referendum for voters to approve special tax to fund complete streets
Reroute trucks (semis) off Woodland Blvd - US 17/92, Amelia, Clara to truck route, except for local deliveries
Sidewalks in congested residential areas (e.g. E. Kentucky Ave.)
Speak with those who are on the political side of these sort of topics
Spend the money on the bike/ped paths
Support for reforming land development regulations
Teach us what is there and how we can use them "teach us to rethink"
Thinking of bicycles and pedestrians as separate
Zoning changes to increase mixed use, building up more than out; community events to
encourage walking and community building: Easter egg hunt, stroller night, etc.

3. What are the difficult trade-offs that have to be made on the issue of “complete streets”?

Bold actions
Business interests vs. quality of life interests
Businesses losing parking
Buy in by motorists - giving up car for other needs and transportation; show and explain how complete streets - bicycle, friendly will enhance the quality life of all
Cars slow down but sometimes that just means driving the speed limit
Commercial vehicles and service
Cost
Cost/benefit
Developing consensus is difficult; funding is always a challenge
Don't know what they would be
Driving; traffic flow sacrifice
Eliminate a lot of on street parking for businesses that don't offer much other than parking
Funding and competing demands
Funding for other essential services.
How to get this topic out to all within our city
Ignoring the "streets"
Limiting auto traffic
Lost of money somewhere else
Lower speed limits; possibly higher taxes in order to fund "complete streets"
Motorists might actually have to slow down a few MPG to help save lives...
Parking
Possibly forgo on-street parking in downtown
Residential infrastructure may have to be changed
Shifting financial priorities from auto-centered to complete streets infrastructure
Sidewalk, lit streets, wide paths; bring in commercial business to run rentals for bikes or scooters
Taking scarce resources from crumbling highway infrastructure for bicycles; changing driver behavior patterns
These designs and changes may very well be more expensive
using money for complete streets that can be used for other essential projects
Where does the money come from - i.e. would money for development take away resources from something else important?

4. What other responses or feedback do you have?

Before we jump in we should look closely at communities that have already done what is currently proposed
Build on what Deland already has - i.e. downtown and Stetson University corridor
Build the bike/ped paths in conjunction with the streets, not instead
Complete streets needs to be fully inclusive of all the parties that have a stake in using the full street
Continue these types of forms
Fill in gaps; community events/walkable events/bicycle
Good job. It's encouraging to see the turnout on this issue. Must continue with more activities on these issues.
Great program, however, we needed more time speaking about this topic
Great workshop - thanks for doing it!
Important to continue to push forward on this effort
Keep asking question; keep teaching us
Let's get this going and make it happen
More discussion
Need downtown grocery store
Not having a car, I walk or bicycle wherever I want to go in Deland.
Safety is always primary followed by efficiency. Consider roundabouts for peds and vehicles
Thank you for being the pioneers to make Deland a safe place with more options for travel
Thanks
Thanks for doing this Bill, Kevin!
Thanks for the opportunity to learn about these issues
This was a very informative session
Mapped responses to "Please enter your residential zip code"