

VOLUSIA TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 2011-09

RESOLUTION OF THE VOLUSIA TRANSPORTATION PLANNING ORGANIZATION ADOPTING THE SUPPLEMENTAL LOCAL AGENCY PROGRAM AGREEMENTS FOR XU BICYCLE/PEDESTRIAN AND ITS/TRAFFIC OPERATIONS/SAFETY FEASIBILITY STUDIES

WHEREAS, Florida Statutes 339.175; 23 U.S.C. 134; and 40 U.S.C. 1602(a)(2), 1603(a), and 1604(g)1 require that the urbanized area, as a condition to the receipt of federal capital or operating assistance, have a continuing, cooperative, and comprehensive transportation planning process that results in plans and programs consistent with the comprehensively planned development of the urbanized area; and

WHEREAS, the Volusia Transportation Planning Organization (VTPO) is the duly designated and constituted body responsible for carrying out the urban transportation planning and programming process for Volusia County and the cities of Beverly Beach and Flagler Beach in Flagler County; and

WHEREAS, the State of Florida Department of Transportation and the Volusia TPO desire to undertake Bicycle and Pedestrian and ITS/Traffic Operations/Safety Feasibility Studies utilizing the Volusia TPO's XU funds; and

WHEREAS, the State of Florida Department of Transportation has requested the Volusia TPO to execute and deliver to the State of Florida Department of Transportation the Supplemental Local Agency Program Agreements for the aforementioned projects (Bicycle/Pedestrian FPN 421724-1-28-01 and ITS/Traffic Operations/Safety FPN 421725-1-28-01).

NOW, THEREFORE, BE IT RESOLVED by the Board of the Volusia Transportation Planning Organization that:

1. Mr. Karl D. Welzenbach, Executive Director, is hereby authorized to make and execute the Supplemental Local Agency Program Agreements for the aforementioned projects, FPN 421725-1-28-01 and FPN 421724-1-28-01.

2. The Executive Director is authorized to forward a copy of the Supplemental Local Agency Program Agreements to:
 - a) State and Regional Clearinghouse Offices;
 - b) Florida Department of Transportation;
 - c) Federal Transit Administration (through the Florida Department of Transportation);
 - d) Federal Highway Administration (through the Florida Department of Transportation);
 - e) East Central Florida Regional Planning Council;
 - f) Federal Aviation Administration;

DONE AND RESOLVED at the regular meeting of the Volusia Transportation Planning Organization on the 24th day of May, 2011.

VOLUSIA TRANSPORTATION PLANNING ORGANIZATION

**DeLand City Commissioner Leigh Matusick
Chairperson, Volusia TPO**

CERTIFICATE:

The undersigned duly qualified and acting Recording Secretary of the Volusia TPO, certified that the foregoing is a true and correct copy of a resolution, adopted at a legally convened meeting of the Volusia TPO held on May 24, 2011.


ATTEST:

Pamela C. Blankenship, Recording Secretary

How the Volusia TPO can EDUCATE the Youth Market on Bicycle Safety


Presented To: Volusia TPO/BPAC
May 11, 2011

Presented By: Ira Heller
Bright House
Media Strategies




Current Situation

- In 2009, the Volusia TPO created a series of Walk & Ride Bicycle Safety Public Service Announcements
- This year, the tips need to be updated to include a new logo, along with some other minor edits
- Additionally new PSA's need to be produced
- Efforts this year are to encourage kids to walk and ride bikes to school, IN A SAFE MANNER
- Messaging needs to be directed to kids 5-15 and their parents, in both English and Spanish






To EDUCATE the Youth Living Market

- **Three Things Are Required**
 - **Reach the Right People**- For Volusia TPO, the primary target is children 5-15
 - **Deliver the Right Message**- Use a combination of tips and News 13 spokespeople to promote the library of safety tips on Marketplace on Demand
 - **High Frequency Delivery**- Concentrate the message into fewer media selections to have greater impact



Matching Advertising Schedule

Network	Daypart	Program	Spot Count
	Mon-Sun, 6am-Mid	Broad Rotation	60x per month
	Mon-Sun, 6am-Mid	Broad Rotation	60x per month
	Mon-Sun, 6am-Mid	Broad Rotation	40x per month



bright house
MEDIA STRATEGIES
smart solutions for advertising

Monthly Network Schedule Summary - Volusia/Flagler

- Monthly Commercials – 160 Paid/160 No Charge Match
- Monthly Investment - \$684
- Schedule would run for 12 Months

bright house
MEDIA STRATEGIES
smart solutions for advertising

Spanish Advertising Schedule Full Central Florida Coverage

Network	Daypart	Program	Spot Count
	Mon-Sun, 6am-Mid	Local News Rotation	112x per month
	Mon-Sun, 6am-Mid	Broad Rotation – News, Sitcoms, Soap Operas, Variety	112x per month

Spanish networks are available as full Central Florida coverage only

bright house
MEDIA STRATEGIES
smart solutions for advertising

Campaign Summary-Annual

- Kid's Advertising Schedule -- 1,920 Commercials for \$8,208 (20.8%)
- Matching Schedule -- 1,920 Commercials @ N/C
- Spanish Schedule -- 2,688 Commercials for \$0
- Matching Schedule -- 2,688 Commercials @ N/C
- Video on Demand/Web - \$29,112 (73.7%)

- 12 Month Investment - \$37,320
- One-Time Production Charge - \$2,200 (5.5%)



VOLUSIA TRANSPORTATION PLANNING ORGANIZATION

RESOLUTION 2011-07

**RESOLUTION OF THE VOLUSIA TRANSPORTATION PLANNING ORGANIZATION ADOPTING THE
SUB-RECIPIENT GRANT AGREEMENT FOR DISTRIBUTION OF BICYCLE AND PEDESTRIAN SAFETY
PUBLIC SERVICE ANNOUNCEMENTS**

WHEREAS, Florida Statutes 339.175; 23 U.S.C. 134; and 49 U.S.C. 5303 require that the Urbanized Area, as a condition to the receipt of federal capital or operating assistance, have a continuing, cooperative, and comprehensive transportation planning process that results in plans and programs consistent with the comprehensively planned development of the Urbanized Area; and

WHEREAS, the Volusia Transportation Planning Organization (TPO) is the duly designated and constituted body responsible for carrying out the transportation planning process for the Urbanized Area including Volusia County, and Flagler Beach and Beverly Beach in Flagler County; and

WHEREAS, the State of Florida Department of Transportation and the Volusia TPO desire to facilitate the distribution of Bicycle and Pedestrian Safety Public Service Announcements; and

WHEREAS, the State of Florida Department of Transportation has requested the Volusia TPO to execute and deliver to the State of Florida Department of Transportation the Sub-Recipient Grant Agreement for the aforementioned project, FPN #430511-1-84-01.

NOW, THEREFORE, BE IT RESOLVED, by the Volusia Transportation Planning Organization that:

1. Mr. Karl D. Welzenbach, Executive Director, is hereby authorized to make and execute the Sub-Recipient Grant Agreement for the aforementioned project, FPN #430511-1-84-01
2. The Executive Director is authorized to forward a copy of the Sub-Recipient Grant Agreement to the Florida Department of Transportation;

DONE AND RESOLVED at the regularly convened meeting of the Volusia TPO held on the 24th day of May 2011.

VOLUSIA TRANSPORTATION PLANNING ORGANIZATION

**DeLand City Commissioner Leigh Matusick
Chairperson, Volusia TPO**

CERTIFICATE

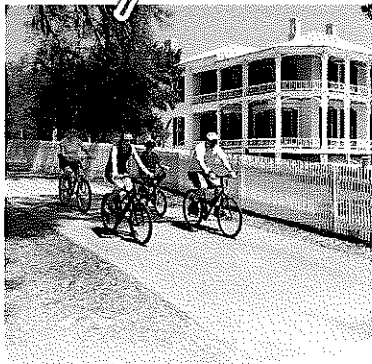
The undersigned duly qualified and acting Recording Secretary of the Volusia TPO certifies that the foregoing is a true and correct copy of a resolution, adopted at a legally convened meeting of the Volusia TPO held on May 24, 2011.

ATTEST:

Pamela C. Blankenship, Recording Secretary

Join Volusia County for National Trails Day®

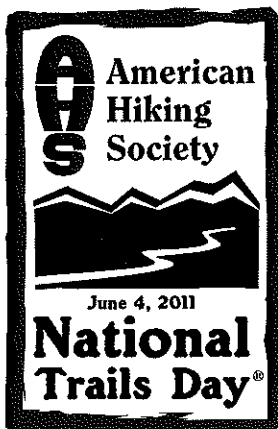
Experience Volusia's Trails



Saturday, June 4, 2011

8:30 a.m. - 1 p.m.

DeBary Hall Historic Site
210 Sunrise Blvd., DeBary



- Children's activities
- Free children's bicycle helmets
- Informational displays
- Virtual tour of the St. Johns River in the Imagidome Theater
- Guided nature hike, bicycle tour and paddling adventure in Gemini Springs Park
(one mile west of DeBary Hall)

For more information,
please call 386-736-5953

www.volusia.org/trails



Parks, Recreation and Culture

Volusia TPO List of Prioritized XU Bicycle/Pedestrian Set-aside Projects (10% Local Match Required)

DRAFT May 11, 2011 DRAFT

Tier A: Projects with One or More Phases Funded

VTPO Project#	FDOT FM#	Project Name	Project Limits	Project Type	Project Sponsor	Programmed Phase(s)	Programmed Amount	Programmed Fiscal Year
Sidewalk/Streetscape								
-	4251921	Riverside Drive Sidewalk (Section 1)	Sunrise Park to 14th St	Sidewalk	Volusia County	CST	\$502,000	FY 2010/11
-	4251922	Riverside Drive Sidewalk (Section 2)	14th St to North Holly Hill City Limit	Sidewalk	Volusia County	CST	\$502,000	FY 2013/14
-	4252031	Tomoka State Park Sidewalk	Tomoka River Bridge to Inglesa Av	Sidewalk	Ormond Beach	CST	\$473,812	FY 2011/12
-	4255042	Flagler Bch Downtown Streetscape 2C	Downtown Flagler Beach	Streetscape	Flagler Beach	CST	\$1,424,238	FY 2011/12
-	4289761	Naranja Rd Sidewalk	Highbanks Rd to Valencia Rd	Sidewalk	DeBary	PE	\$299,002	FY 2010/11
-	4301821	Washington Av Sidewalk (south side)	Dewitt Taylor Middle-High School to US 17	Sidewalk	Pierson	PE	\$55,000	FY 2011/12
-	4301831	US 1 Sidewalks	Edgewater/NSB limit to Volco Rd	Sidewalk	Edgewater	PE	\$1,500,000	FY 2011/12
-	4302151	SR 40 Sidewalk Phase 3	Old Tomoka Rd to Alipport Rd Extension	Sidewalk	Ormond Beach	CST	\$587,355	FY 2011/12
-	4302281	Herbert St Sidewalk (south side)*	Silver Sands Middle School to Nova Rd	Sidewalk	Port Orange	PE	\$16,000	FY 2011/12
-	4302311	Mary Ave Sidewalk*	Westside to Eastside FEC RR	Sidewalk	New Smyrna Beach	PE	\$63,762	FY 2011/12
-	4302341	Highbanks Rd Sidewalk	Donald Smith Bv to Rob Sullivan Park	Sidewalk	DeBary	PE	\$11,500	FY 2011/12
-	4302351	Acadian Dr Sidewalk	Providence Bv to Elkcam Bv	Sidewalk	Deltona	PE	\$16,500	FY 2011/12
-	4300281	Ridge Bv Sidewalk	Pope Av to Palmetto Av	Sidewalk	South Daytona	PE/ROW/CST	\$577,412	FY 2011/12
-	4300791	S. Spruce Creek Rd Sidewalk	Taylor Rd to Central Park Bv	Sidewalk	Port Orange	PE/CST	\$527,928	FY 2011/12
Shared Use Path								
-	4246581	Dirksen Drive Trail	US 17/92 to Gemini Springs Park	Shared Use Path	Volusia County	CST	\$107,075	FY 2010/11
-	4300781	NSB Multi Use Trail Phase 1	Sugarhill Dr to Vol. Co. Fire Station	Shared Use Path	New Smyrna Beach	ENV/PE/ROW/CST	\$1,157,422	FY 2011/12
-	4301841	Covenry Forest Oaklea Bridge	N. Reed Canal to S. Reed Canal	Bridge w/Shared Use Path	South Daytona	CST	\$850,000	FY 2011/12
-	4302171	Alabama Ave Trail North Extension	US 92 to Sperting Sports Complex	Shared Use Path	Deland	PE	\$165,000	FY 2011/12
-	4302172	Alabama Ave Trail North Extension	Minnesota Av to US 92	Shared Use Path	Deland	PE	\$150,000	FY 2011/12

Tier B: Projects Ready for Funding

VTPO Project#	Current/Previous Priority Ranking	Project Name	Project Limits	Project Type	Project Sponsor	Project Phase	Project Cost Estimate	Project Score
Sidewalk								
-	1	Herbert St Sidewalk (north side)*	Carya Cir to Nova Rd	Sidewalk	Port Orange	PE	\$307,428	86
-	2	Herbert St Sidewalk & Bike Lane*	Nova Rd to Jackson St	Sidewalk	Port Orange	PE	\$189,102	75
-	3/3	Hard Av Sidewalk	Williamson Bv to Nova Rd	Sidewalk	Volusia County	PE	-	66
P11a-114-01	4	John Anderson Dr Sidewalk	SR 40 to Sandcastle Dr	Sidewalk	Ormond Beach	CST	-	65
P11a-110-01	5	Dunlawton Bv Ped. Improvements	S. Peninsula Dr to S. Atlantic Av	Sidewalk	Daytona Beach Shores	CST	\$77,625	60
Shared Use Path								
-	1/2	Spring to Spring Trail Segments 5&6	1/4 Beresford Park to Minnesota Av	Shared Use Path	Volusia County	PE	-	86
P11a-101-01	2	Lantern Park Bridge	N. Reed Canal to S. Reed Canal	Bridge w/Shared Use Path	South Daytona	CST	\$850,000	76
P11a-113-01	3	Forest Hills Connector	Old Tomoka Rd to Scottdale Dr	Shared Use Path	Ormond Beach	CST	\$510,265	61
P11a-102-01	4	Big Tree Rd Shared Use Path	James St to Nova Rd	Shared Use Path	South Daytona	CST	\$500,000	56

Tier C: Projects Awaiting Feasibility Study

VPO Project#	Current/Previous Priority Ranking	Project Name	Project Limits	Project Type	Project Sponsor	Project Status	Project Cost Estimate	Project Score
-	1/1	Clyde Morris Bv Sidewalk	Dunlawton Av to Business Entrance	Sidewalk	Port Orange	Conceptual Plan	-	66
S11a-113-01	2	US 1 Sidewalks	Caual Av to N. Putnam Grove	Sidewalk	Oak Hill	Conceptual Plan	-	91
S11a-115-01	3	US 17 Sidewalks	Washington Av to Hagston Rd	Sidewalk	Pierson	Conceptual Plan	-	76.3
S11a-107-01	4	Victoria Gardens Bv Sidewalk	Clyde Morris Bv to Appleview Way	Sidewalk	Port Orange	Conceptual Plan	-	76.1
S11a-114-01	5	Washington Av Sidewalk (north side)	US 17 to Pine St	Sidewalk	Pierson	Conceptual Plan	-	76
S11a-116-01	6	W. Blue Springs Av Sidewalk	Spartan Av to Scholars Path	Sidewalk	Orange City	Conceptual Plan	-	71.4
P11a-115-01	7	Calle Grande Sidewalk	Nova Rd to US 1	Sidewalk	Holly Hill	Conceptual Plan	-	71.3
P11a-105-01	8	N. Spruce Creek Rd Sidewalk	Nova Rd to Angelina Ct	Sidewalk	Port Orange	Conceptual Plan	-	71.2
P11a-106-01	9	McDonald Rd Sidewalk	Sauls St to 6th St	Sidewalk	Port Orange	Conceptual Plan	-	71.1
S11a-201-01	10	S. Garfield Av Sidewalk	Beresford Av to Aquarius Av	Sidewalk	Deland	Conceptual Plan	-	71
S11a-117-01	11	W. French Av Sidewalk	Volusia Av to Valentine Park	Sidewalk	Orange City	Conceptual Plan	-	66
P11a-108-01	12	SR 442 Sidewalks	I-95 to Air Park Rd	Sidewalk	Edgewater	Conceptual Plan	-	56
S11a-110-01	13	Lambert Av Sidewalk	Palm Dr to Lambert Cove	Sidewalk	Flagler Beach	Conceptual Plan	-	46
Shared Use Path								
S11a-108-01	1	Lakeshore Shared Use Path	Providence Bv to Green Springs Park	Shared Use Path	Deltona	Conceptual Plan	-	77
P11a-103-01	2	Reed Canal Rd Shared Use Path	Nova Rd to US 1	Shared Use Path	South Daytona	Conceptual Plan	\$4,280,000	76.4
S11a-107-01	3	NSB Multi Use Trail Phase 2	[multiple segments]	Shared Use Path	New Smyrna Beach	Conceptual Plan	-	76.2
S11a-118-01	4	W. French Av Shared Use Path	Spring to Spring Trail to Valentine Park	Shared Use Path	Orange City	Conceptual Plan	-	66.3
S11a-112-01	5	Maecy Av Shared Use Path	Cassidage Rd to Ohio Av	Shared Use Path	Lake Helen	Conceptual Plan	-	66.2
S11a-111-01	6	E. Michigan Av Shared Use Path	S. Lakeview Dr to S. Peravi Av	Shared Use Path	Lake Helen	Conceptual Plan	-	66.1
S11a-100-01	7	Thompson Creek Shared Use Path	Division Av to Wilmette Av	Shared Use Path	Ormond Beach	Conceptual Plan	-	40

NOTE 1: The TPO has set-aside 50% of its FY funds for bicycle/pedestrian projects, with the caveat that all projects will be handicapped accessible and ADA compliant.

NOTE 2: The TPO will allocate up to \$50,000/year to help local governments fund feasibility studies for these projects.

* Awaiting 10% local matching fund commitment from project sponsor.