



“Shaping safe communities for pedestrians, cyclists, and motorists”

May 13, 2022

Dear Respected Leaders of SWFL,

We are grateful for your role in the enhancement of public health and quality of life in our community and for your leadership in helping shape the communities of SWFL.

Thank you for your time and attention as I presented to you at the Lee County Metropolitan Planning Organization meeting on May 13th. As you know, there are many challenges regarding safe mobility for pedestrians, cyclists, and motorists in our area. Our awareness as road users is important. Our current growth, increase in tourism, and rise of new residents relocating to SWFL emphasize this importance now more than ever. Streets Alive has provided outreach and education* for safe mobility for 10 years with the help of volunteers and partnerships, reaching out to over 30,000 people in our area.

Our challenges:

The number of pedestrians and cyclists injured or killed in our area during 2021 was 759. Sadly, the number has already reached 252 in 2022. This is almost 2 incidents per day of parents, children, grandparents, family members or friends in our community being impacted. Safe mobility is everyone’s business. It impacts our daily lives, every organization, and every member of our community.

Our biggest challenge for the last 2 years is that the State cut all funding that allowed a dedicated person to provide the hands-on outreach and education needed across our counties. Because of this cut, we are unable to meet the demand and the need for road safety education**. We are also faced with the challenge of obtaining other sustainable funding sources as our outreach is seen as “something the government should be doing.” Regardless of these obstacles, we rise to support the work that Lee Co MPO is doing and we hope to be supported as well.

Our request:

We are asking all the members of the Lee County MPO, Cities of Bonita Springs, Cape Coral, Fort Myers and Sanibel, the Town of Fort Myers Beach, the Village of Estero, and unincorporated Lee County for financial support to help fund a full time staff position so we can continue the important task of educating and supporting our community on safe mobility for all.

We are asking each Lee Co MPO entity for a \$20,000 (or per capita), 3-5 year commitment to Streets Alive to fund this position through the Fort Myers Mobility Fund set at Collaboratory. The outcomes will be aligned with Lee MPO’s work.



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Our hands-on initiatives require trained certified instructors and the resources needed to implement such initiatives in order to fulfill the demand and to provide support and education to the community at large, first responders, and organizations across SWFL. We have a verbal commitment of a trained certified professional that will fulfill the role.

Hands-on initiatives we will implement with your financial support:

- Train the trainer-bicycle/pedestrian/motorist safety:

A hands-on train the trainer curriculum designed to train leaders, organizations, and volunteers on pedestrian, bicycle, and motorist safety to become advocates and educators in their community, expanding capacity to be self-sufficient. The program provides a certificate and ability to request free road safety materials and helmets.

- Bicycle/pedestrian safety rodeo:

A hands on experience crafted for children to learn about bicycle and pedestrian safety as well as motorist awareness.

Aligned and recognized by the FL Dept of Education

- Community Road Safety:

An interactive road safety training game for everyone in the community, educating about pedestrian, bicycle and motorist safety, laws, and etiquette.

- Driver’s Awareness:

Future motor vehicle drivers learn motorist skills, awareness, and respect of cyclists and pedestrians on the road.

Aligned with Driver Education and Traffic Safety (incorporating the bike/ped component)

Other initiatives will encompass social media, PSAs on radio, TV, newspapers, magazines, and billboards (as budget allows) in English, Spanish & Creole.

There is so much to do and collectively we will make a difference!

We appreciate your support!

Streets Alive of SWFL- 501 (c)(3) FEI/EIN Number 46-1078999

Mailing address:

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Diana Giraldo

President & Cofounder

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Streets Alive of SWFL



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*The list of outreach and education we have provided in our area for the last 10 years include: *Open streets/Ciclovia event, collaboration with the Healthy Lee Coalition, conferences and symposiums for walkable thriving communities, implementation of complete streets policy in SWFL, cycling groups support, safety items giveaways, train the trainer bike/ped safety certification, walk to school, walkability audits, bicycle mechanic for special populations, ride/walk of silence, bike on street give 3 feet campaign.*

**The Lee County MPO has a line-item budget for Streets Alive that can ONLY be used for tangible items as the funding sources do not allow paying for human resources, hence our need for your support.

From: **Streets Alive of SWFL** <saofswfl@gmail.com>

Date: Mon, Jun 6, 2022 at 10:55 AM

Subject: Pedestrian and bicycle safety needs & opportunities for our community- Diana Giraldo on Behalf of Streets Alive of SWFL

To: <diana@communitydevelopmentreimagined.com>

Respected elected officials, leaders, friends,

I thank you for your service to this community and your commitment to make Lee County a great place to be.

As an engaged and giving member of this community, I am reaching out to you today as a community advocate for pedestrian and bicycle safety, for safe mobility for all.

I have been in the leadership of Streets Alive of SWFL since its creation in 2012, shaping safe places for pedestrians, cyclists, and motorists in our area.

As you know our challenges in pedestrian and bicycle incidents are not getting better, unfortunately for some this is not personal until it is, until someone in our lives is affected by it.

Every day in this county someone is impacted, so far in 2022, 252 people walking or riding their bicycle have been injured or killed in Lee County. I have lost friends, I have friends who have lost a child or a parent, and I have had to find courage to keep going every time I hear of a crash; as a bicycle crash survivor, I am determined to make a difference for all of us.

I am reaching out to tell you that you can help us change that, I am seeking your support, the support of your jurisdiction, the support of the leadership you represent, the support of you as a resident of this community. You can make an impact!

Please see the attached letter with our request, I ask you to please allow us to have a conversation to move this forward within your organization.

We cannot do this alone; we need your support to overcome this big challenge in our community.

You may reach out to me at 239-476-0033, I look forward to hearing from you.

Many of you know me, but for those who are not familiar with me, my bio is attached.

In much gratitude!

Diana Giraldo / President and co-founder on behalf of Streets Alive of SWFL (501c3)

<http://www.streetsaliveswfl.org/>

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Diana Giraldo- Biography

Diana Giraldo is native of Colombia, South America where she grew up prior to relocating to the United States in 1999. She holds a Bachelor of Science in Architecture and Urban Design, a Master of Science in Management from Hodges University and has over 20 years of experience of community development in the public, non-profit, and private sector.

Her experience includes sustainable community development, project planning, construction, green building, development, public policy, and private/public partnerships.

Diana is passionate about community engagement, she is a former City of Fort Myers City Council Candidate, and takes time to serve the community in different capacities, as the Founder and president of Streets Alive of SWFL, Board of Directors for Habitat for Humanity of Lee & Hendry Counties, Board of trustees at Hodges University, Lee County Horizon Council membership, City of Fort Myers Bicycle & Pedestrian Advisory Board, UF IFAS Extension Advisory Board, Florida Coalition of Affordable Housing Providers, been part of the News-Press Editorial Board and, has been a mentor to young professionals of the area.

Diana has been awarded The Sustainability Trailblazer Award by the Urban Land Institute, Leadership in Construction of Energy Efficient Affordable Housing Award by the Florida Solar Energy Center. She has contributed to research projects published by the U.S. Department of Energy for Best Practices in residential efficient construction. Diana is also a recipient of the 2021 Florida Latino Leader award.

Diana is a visionary, out of the box thinker inspired by her journey, her family, and her community.