

SAFE STREETS NOW



VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY

Request came from citizen advocates



Tampa Bay Times

FLORIDA'S BEST NEWSPAPER

tampabay.com

SATURDAY, JANUARY 3, 2016

Hillsborough County traffic

Record fatal year: 51 pedestrians die

292,000 new jobs keep U.S. perkling

The hiring gains signal staying power, some analysts say.

WASHINGTON — The economy is motoring. All despite slowing global growth that rattled top business and stock markets around the world this week.

Employers added a record 292,000 jobs last month, an unemployment rate stayed at 5.6 percent, the Labor Dept. said Friday. Job gains in the October-December quarter averaged 284,000, the best three-month run since last January.

The strong hiring underscores the resilience of the United States at a time of global growth and financial turmoil. Healthy consumer spending, modest gains in home construction and an uptick in government spending should offset drag from overseas and slower growth this year, economists said.

The report "immediately" to run a lot of the "worst" the U.S. economy will undergo due to the interest global trade and currency.

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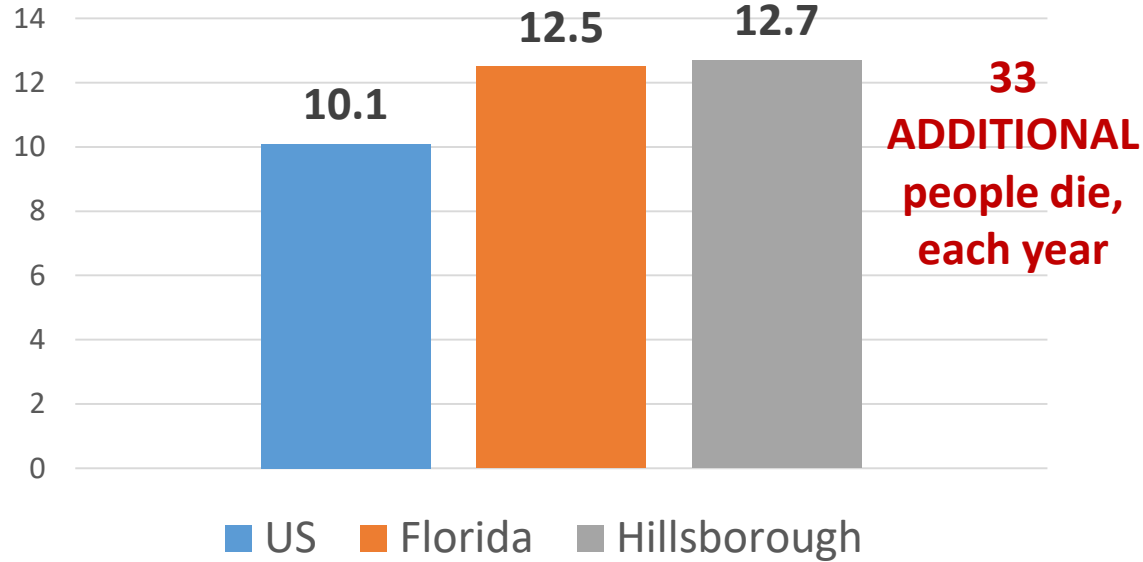
DAVID W. HARRIS / AP

The 2015 deaths made Hillsborough County the most deadly place to walk in Tampa Bay.

A pedestrian crosses E. Hillsborough Avenue at

Does Vision Zero Make Sense for Hillsborough?

Traffic Deaths per 100,000 Residents



LaMour Welch, 29



Ernest Kelly, 12



Eugene Fischer, 65

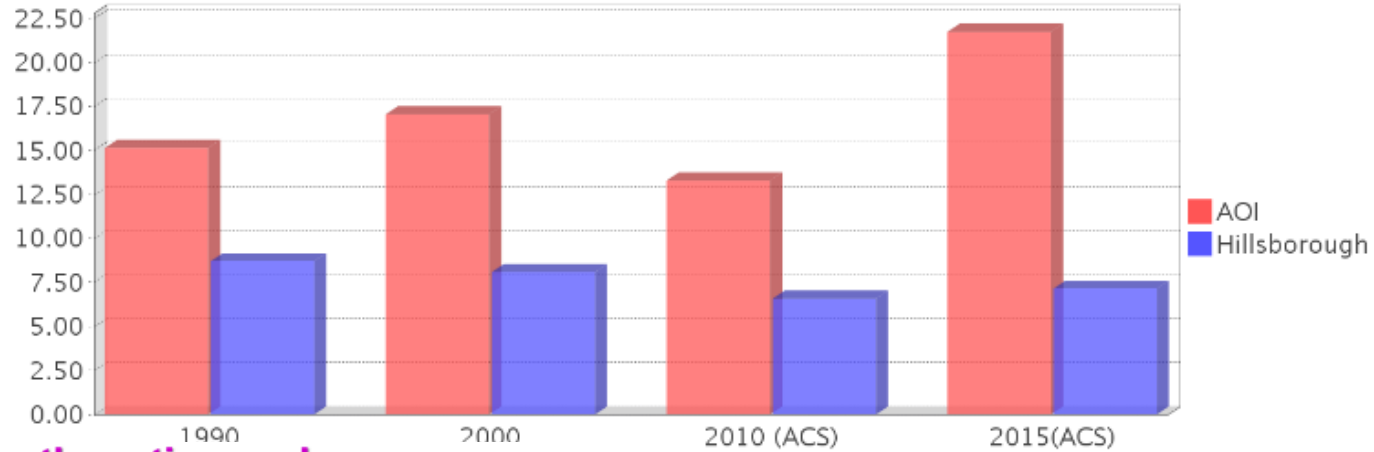


Emily Lopez, 17

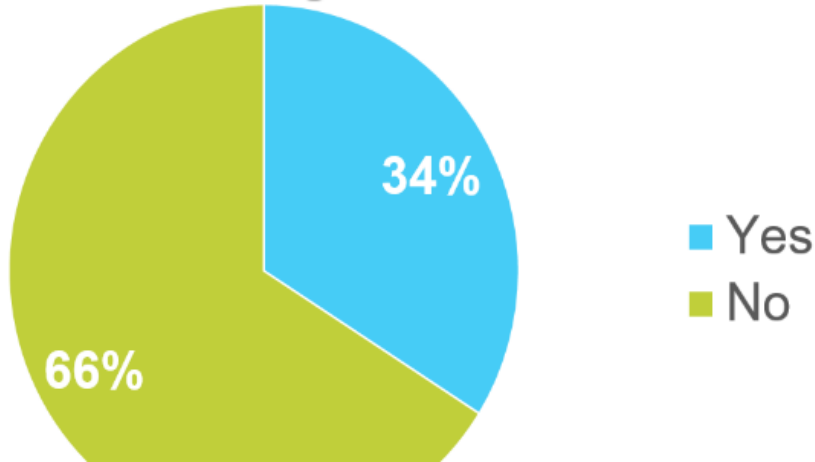


**Why
would
anyone
do this?**

Occupied Units With No Vehicles Available



During the past year, were there times when your household did not have enough food?



What if getting to the grocery store means crossing Busch Blvd? With bags? And kids?

What if the closest crosswalk is $\frac{1}{4}$ mile away?



Would you run across the road to catch a bus?

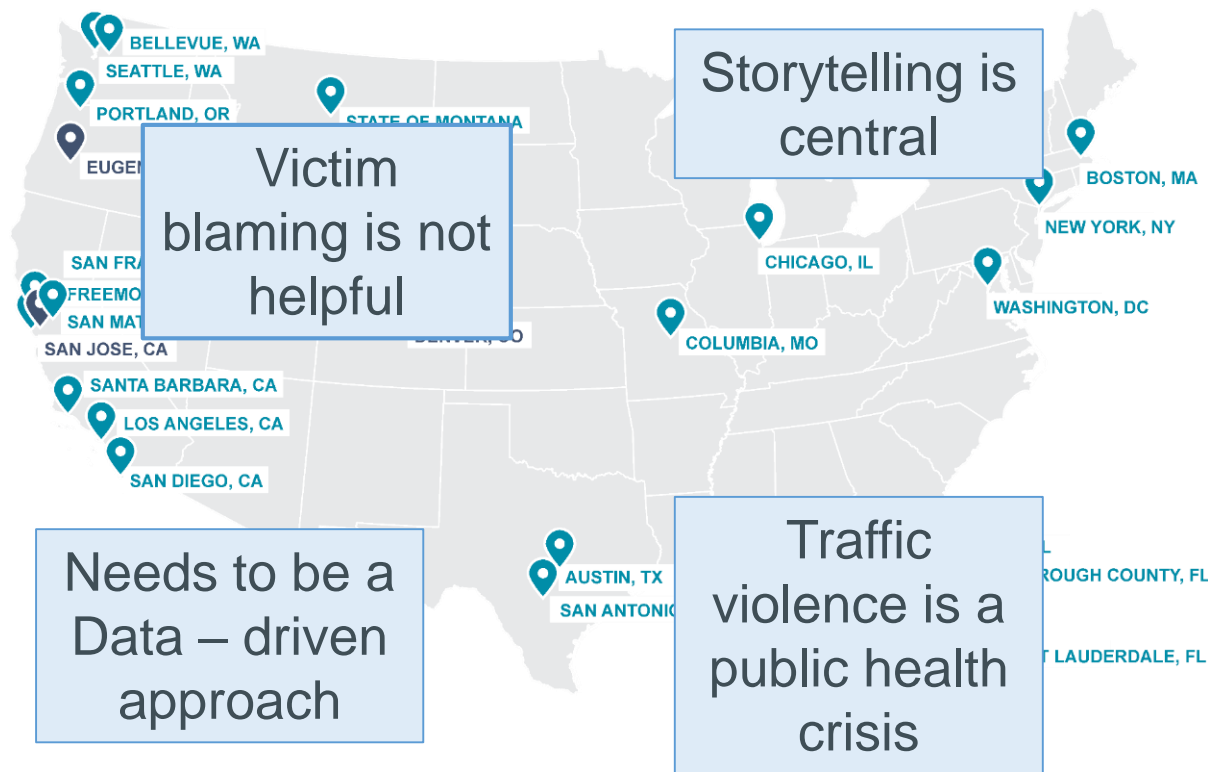
What if the next bus doesn't come for 30 or 60 minutes, and you'll be fired if you get to work late?

Busch Blvd & 40th St

- Tourists
- USF students
- Stores & employers
- Popular bus route
- Adjacent transit-oriented neighborhoods
- Nine lanes to cross on Busch at this intersection
- Posted speed limits: 45 mph
- Distance to next signal-protected crosswalk: .6 mi



Lessons Learned from VISIONZERO Communities



ZERO
is the right
number

Reducing
speeds is
critical

Formed a Vision Zero Coalition



...and
growing

Vision Zero adds to work already underway



- Complete Streets
- Intersection Lighting
- Ped Facility Program
- Trails Program

Collins Street complete street



Leading Pedestrian Interval
(Bears Ave & 22nd St)

VIS

Hillsborough Dashboard

MAP-21 Performance Targets

bridges

- ≥ 50% NHS bridges in good condition by deck area
- ≤ 10% NHS bridges in poor condition by deck area



transit assets

- ≤ 22% rolling stock (buses & vans) meeting or exceeding useful life benchmark
- ≤ 81% equipment (support vehicles) meeting or exceeding useful life benchmark
- 0% rail fixed guideway track with performance restrictions
- ≤ 10% passenger & parking facilities rated below 3 on term scale



safety

- ≤ 188 fatalities on a 5-yr rolling average (2015-2019)
- ≤ 1,354 serious injuries on a 5-yr rolling average (2015-2019)
- ≤ 229 fatalities & serious injuries on a 5-yr rolling average (2015-2019)
- ≤ 1.33 fatalities per 100M VMT on a 5-yr rolling average (2015-2019)
- ≤ 9.55 serious injuries per 100M VMT on a 5-yr rolling average (2015-2019)



travel time reliability

- ≥ 75% interstate NHS network with a level of travel time reliability < 1.50
- ≥ 50% non-interstate NHS network with a level of travel time reliability < 1.50
- ≤ 2.00 truck travel time reliability index score




Vision Zero Action Plan

- Future is not like the past
- Consistent & Fair
- Paint Saves Lives
- One message, many voices



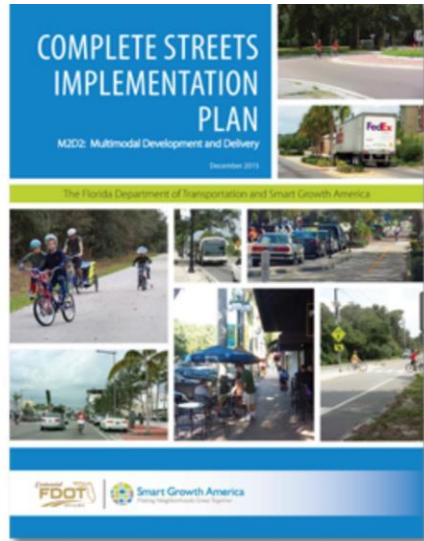
THE FUTURE WILL NOT BE LIKE THE PAST



Goal 1: Update policies, standards and procedures to foster a culture of safety in planning and design of the transportation system

Goal 2: Create a safe multimodal transportation system through good design, lighting, and connected facilities

Future is Not Like the Past

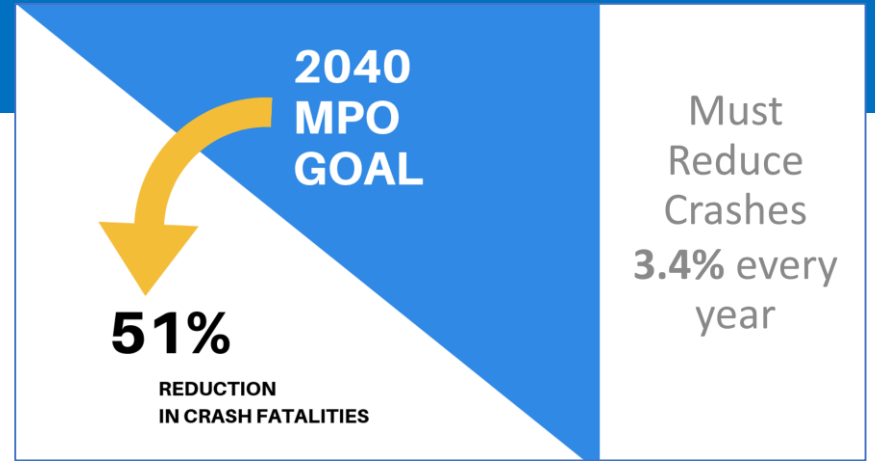


Sulphur Springs K-8 Community School awarded **Safe Routes to School** grant



Westshore Transportation Action Plan includes **sidewalks, crosswalks, speed humps and a transit hub**

Future is Not Like the Past

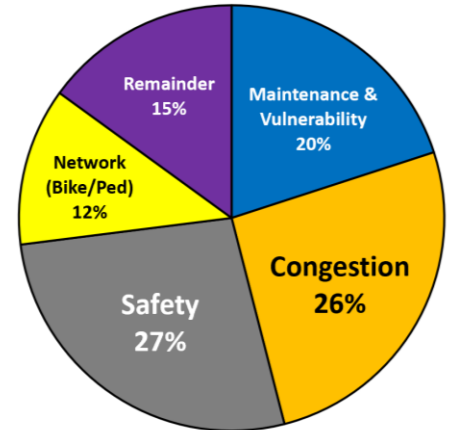


Vision Zero participated in Walk-Bike
Tampa Mayoral Forum

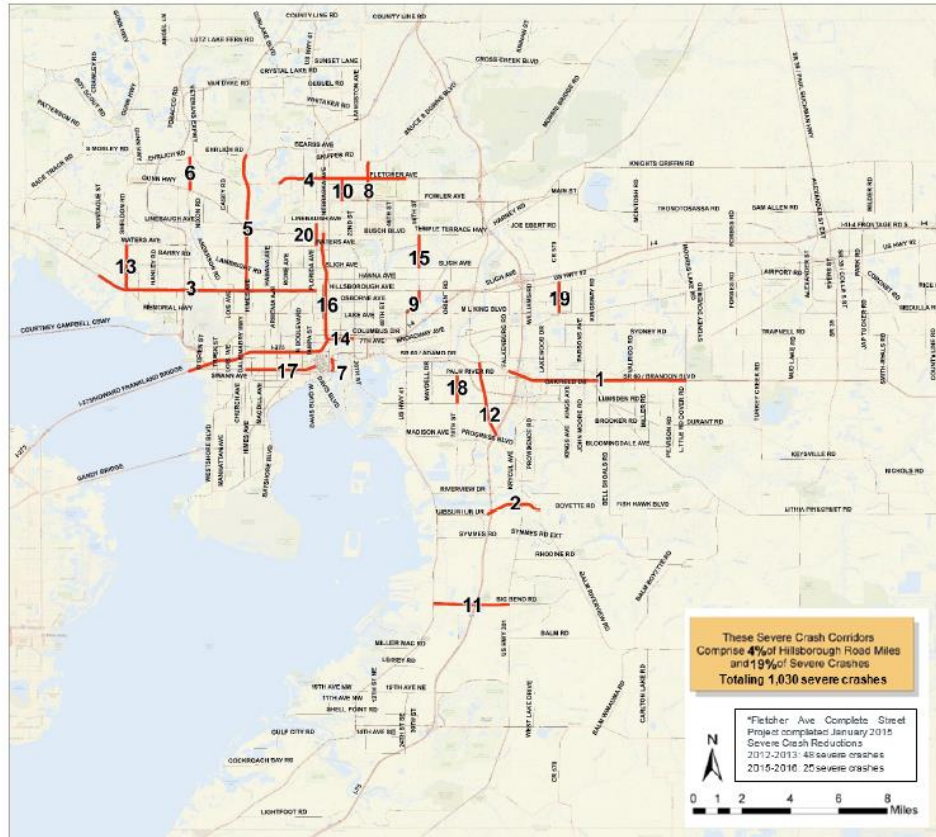
What Safety Improvements Could be Funded with Surtax Revenue?

- 450 miles of *Complete Streets* treatments, covering all priority corridors and some other high-crash corridors
- 600 miles of new standard streetlights, including operational costs for 20 years
- 300 sidewalk miles, for continuous coverage on *at least* one side of all major roads

County Surtax, General Purpose Funds



High crash corridors

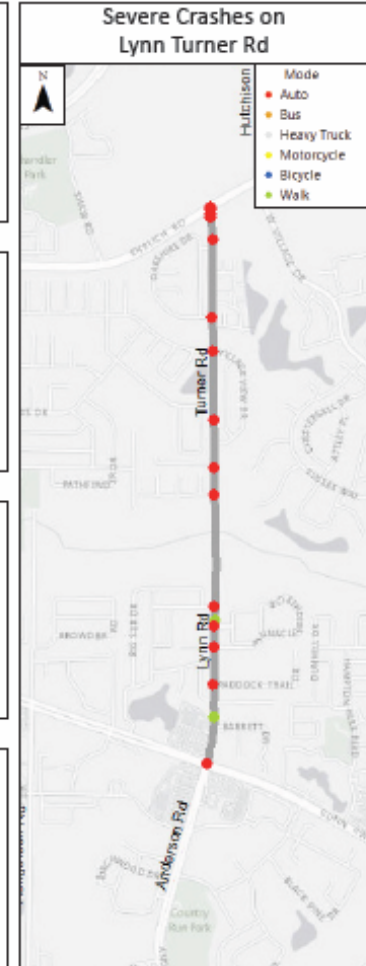
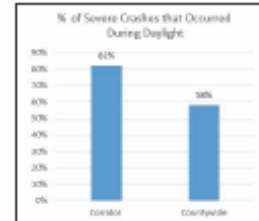
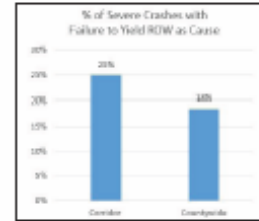
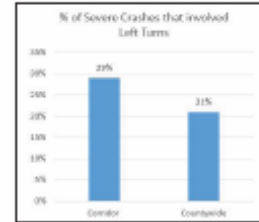
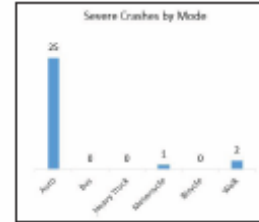


Vision Zero Action Plan Severe Crash Corridor Profiles (2012-2016)

Lynn Turner Road

Key Crash Findings

- During 2012 to 2016, a total of 28 severe crashes occurred on Lynn Turner Rd, of which one (1) crash resulted in a fatality and 27 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Lynn Turner Rd were more likely to occur during daylight hours; involve left turns; involve rear-end collisions; and involve either failure to yield or aggressive driving/speeding as causes.
- 29% of severe crashes involved left turns, compared to 21% countywide.
- 29% of severe crashes involved rear-end collisions, compared to 23% countywide.
- 25% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- 46% of severe crashes were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% countywide.



6. Lynn Turner Rd

From Gunn Hwy to Ehrlich Rd

Posted Speed: 45 mph | Number of Through Lanes: 2 | VMT: 29,445

Bus Route: No | School-Age Student High-Crash Area: No

Length: 1.51 miles | Total Severe Crashes: 28 (18.5 per mile)

General Surrounding Land Use: Suburban, with shopping plazas and residential subdivisions



I Brake for Panthers

#WalkBikeDriveLynnTurnerRd

#VisionZER0813

CONSISTENT & FAIR



Goal 1: Leverage capabilities and existing resources of Community Traffic Safety Team as a community law enforcement partnership

Goal 2: Establish Vision Zero “Consistent & Fair” Corridor Program

Consistent & Fair



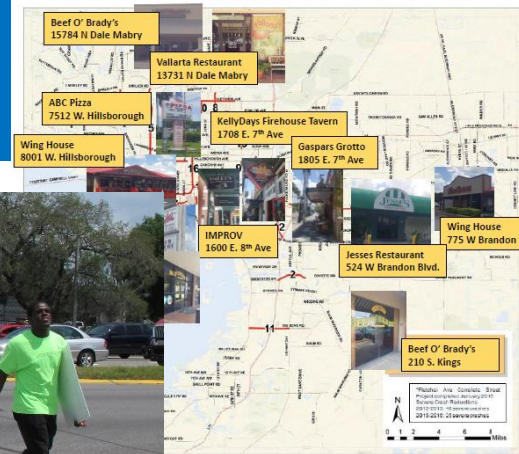
- The **FDOT** has given **Tampa Police Department** and **Hillsborough County Sheriff's Office** **\$50,000** each toward speed enforcement along Busch, Fowler, and Hillsborough Avenues
- **Hillsborough MPO Board** approved a motion to commission a Comprehensive Safety Audit Addressing Speed Management on the Severe Crash Corridors



Texting while driving will become a primary offense under HB 107/SB 76. Image courtesy of Tampa Bay Times



Consistent & Fair



Top 20 Severe Crash Corridors in Hillsborough County (2012 - 2016) All Modes

- (Severe crash - A crash resulting in a fatality or incapacitating injury)
- Brandon Blvd from Fairbank Rd to Dover Rd (7.18 miles)
190 crashes (27 crashes per mile)
 - Gallopston DeWolfe Rd from I-75 to Bath Riverview Rd (2.33 miles)
49 crashes (21 crashes per mile)
 - Hillsborough Ave from Longbald Blvd to Florida Ave (8.67 miles)
176 crashes (19.9 crashes per mile)
 - Forcher Ave from Armistead Ave to 50th St (5.09 miles)
190 crashes (19.8 crashes per mile)*
 - Dale Mabry from Hillsborough Ave to Deane Ave (6.17 miles)
180 crashes (18.8 crashes per mile)
 - Lynn Turner from Gunn Hwy to Elchick Rd (1.51 miles)
23 cars
 - Manoia
11 cars
 - Beuse E
10 cars
 - 50th St
22 cars
 - 16th St
18 cars
 - Big Bay
21 cars
 - 12th St
15 cars
 - Shoals
13 cars
 - 14th Ave
17 cars
 - 20th St
23 cars
 - 16th St
16 cars
 - 17th Ave
14 cars
 - 18th St
19 cars
 - 19th St
18 cars
 - 21st Ave
21 cars
 - Florida
6 cars

Be a Vision Zero hero!

Remember drivers, every passenger and person walking or cycling is someone's loved one. Take the Vision Zero safety pledge:

- Stay calm
- Pay attention
- Slow down
- Travel sober



Paint Saves Lives



Goal 1: Raise driver awareness of people walking and biking by using high-visibility markings on the transportation network

Goal 2: Implement low-cost treatments to improve the safety of the roadway, particularly for vulnerable users

Paint Saves Lives

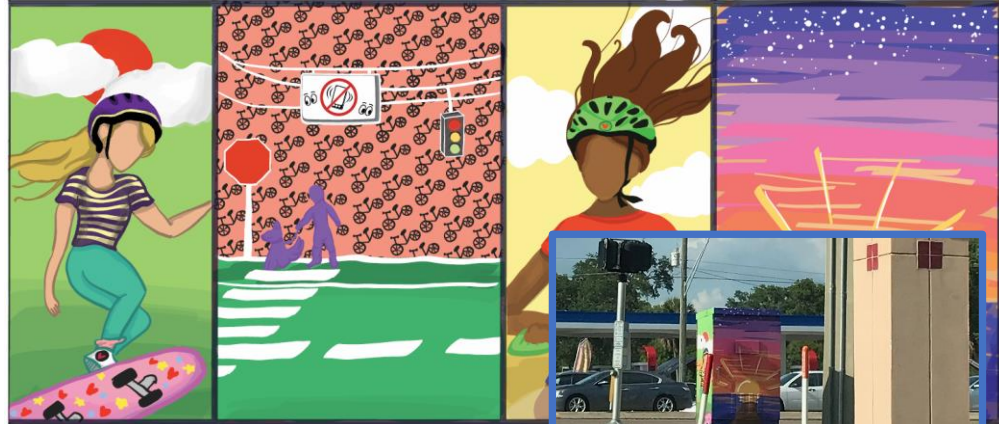


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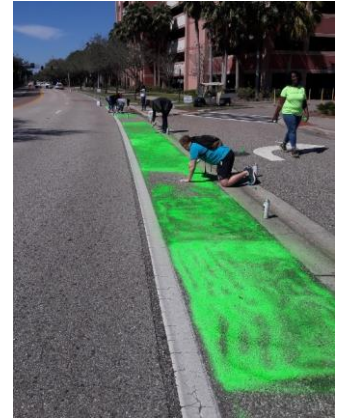
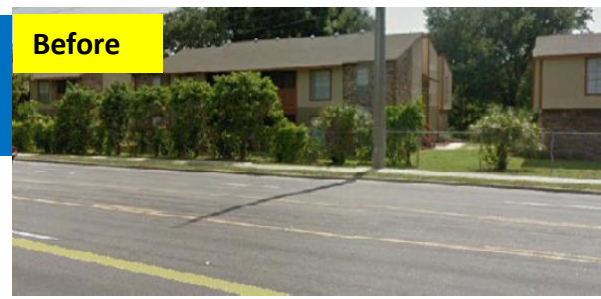
Start
LPI



End LPI



Paint Saves Lives



ONE MESSAGE, MANY VOICES



Goal 1: Increase awareness of Vision Zero to influence safe behaviors on our roadways

Goal 2: Engage with victims of traffic violence and their families to provide them a support system and a platform for their voices to be heard

One Message, Many Voices

Plan Hillsborough

Plan Hillsborough
Vision Zero Action Plan

Video: Zero: Hillsborough
Vision Zero

A Vision Zero public awareness guide for building a safer facility and a safer region is now available for your organization. The goal is to reduce the number of traffic fatalities and serious injuries on our roads by 80 percent by 2030.

Video Zero is an approved, certified walking trail along the beach and into the heart of downtown Hillsborough, starting at the beach and ending at the downtown area. The trail is a key to the Vision Zero program, but the trail is a key to the Vision Zero program, but the trail is a key to the Vision Zero program.

COX MEDIA

Vision Zero Hillsborough

Walking Towards Zero
Toward Zero in Hillsborough County

Walking Towards Zero
Toward Zero in Hillsborough County

Walking Towards Zero
Toward Zero in Hillsborough County

SAFE STREETS NOW

VISION ZERO
ONE TRAFFIC DEATH IS TOO MANY

Walk of Silence

- OCTOBER 6, 2017
- 822 W. LINEBAUGH - CHURCH PARKING LOT
- WELCOMING COMMENTS 7:00AM
- BEGIN WALK 7:30AM

- NO SPEAKING DURING WALK
- POSTERS PROVIDED
- WEAR WHITE SHOES IF POSSIBLE
- 1 MILE TOTAL

IN MEMORY OF ALEXIS MIRANDA
4/27/98 - 10/6/15

#VisionZero13
facebook.com/VisionZeroHillsborough



Gulf Coast Safe Streets Summit

Encouraging the implementation of Complete Streets that are safe and accessible for all!

This event brings people from across the Gulf Coast to learn about transportation safety from one another and from national leaders. As we elevate our individual efforts, street communities will work together to create cohesive linkages and make a difference in the region.

February 27, 2018
8:30am - 6:30pm

All modes.
All ages.
All abilities.

Register for \$60
tallahassee.org/gulf-coast-safe-streets-summit

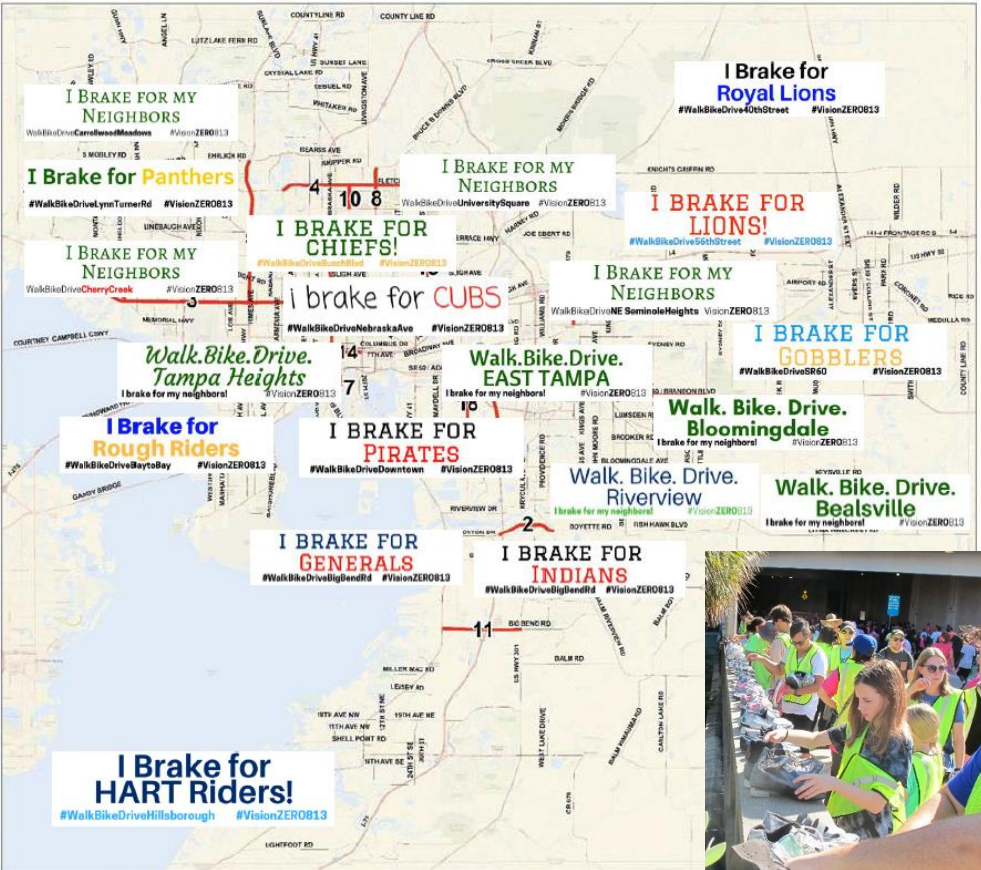


Glazer Children's Museum
116 W. Carpenter Street, Tampa 33602

tallahassee.org/gulf-coast-safe-streets-summit



One Message, Many Voices



One Message, Many Voices



Now what?

- Track performance
- Limitations under a government agency
- Form a non-profit?
- Partner with an existing non-profit?

Quarterly Reports



TRACKING PROGRESS

This is the first quarterly report following the adoption of the Vision Zero Action Plan by the MPO Board in December 2017. The purpose of these reports is to track updates in crash data and identify changes in trends, and to note updates on progress toward implementing the strategies outlined in the action plan. The Action Tracks include:

- Point Saves Lives**
Low cost retrofits and pop-up treatments
- One Message, Many Voices**
Public awareness & education strategies
- Consistent and Fair**
Community-oriented law enforcement
- The Future Will Not Be Like the Past**
Facilitating culture change through policies and programs

The updates highlighted in this first quarterly report represent projects, programs, or other achievements that occurred between the Fall of 2017 and Spring of 2018. While this report highlights notable achievements happening in Hillsborough County, it is not intended to be a comprehensive documentation of every achievement of every partner agency, but the most relevant to highlight currently.

TRACKING PROGRESS

The Vision Zero Action Plan, adopted by the MPO Board in December 2017, established strategies to end severe crashes in Hillsborough County. This quarterly report tracks recent progress and accomplishments, which are organized into four action tracks:

- Point Saves Lives**
Low cost retrofits and pop-up treatments
- One Message, Many Voices**
Public awareness & education strategies
- Consistent and Fair**
Community-oriented law enforcement
- The Future Will Not Be Like the Past**
Facilitating culture change through policies and programs



TRACKING PROGRESS

It's been almost one year since the MPO Board adopted the Vision Zero Action Plan in December 2017, establishing strategies to end severe crashes in Hillsborough County. This quarterly report tracks recent progress and accomplishments, which are organized into four action tracks:

- Point Saves Lives**
Low cost retrofits and pop-up treatments
- One Message, Many Voices**
Public awareness & education strategies
- Consistent and Fair**
Community-oriented law enforcement
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Facilitating culture change through policies and programs



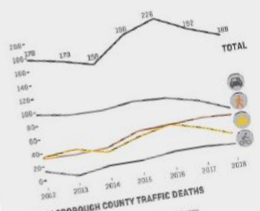
TRACKING PROGRESS

It's been over one year since the MPO Board adopted the Vision Zero Action Plan in December 2017, establishing strategies to end severe crashes in Hillsborough County. This quarterly report tracks the progress and accomplishments of the Vision Zero Coalition, which are organized into four action tracks:

- Point Saves Lives**
Low cost retrofits and pop-up treatments
- One Message, Many Voices**
Public awareness & education strategies
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TRAFFIC DEATHS TREND

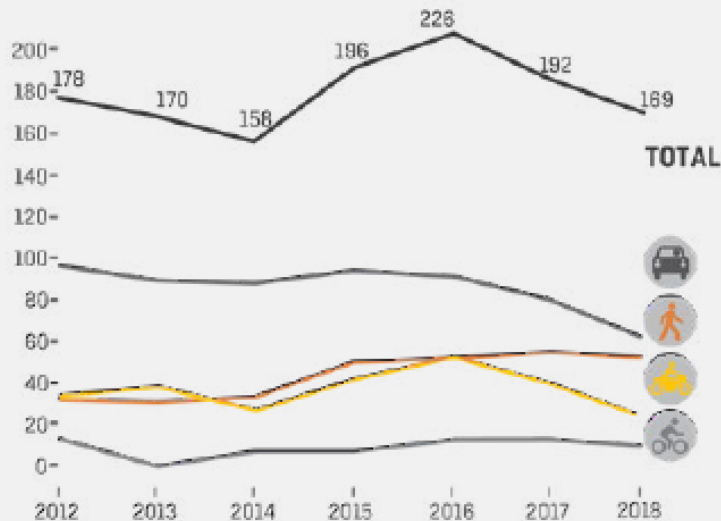


The latest crash data available helps us see the full picture of crashes that happened in Hillsborough County during 2018 and compare to prior years.

- Vision Zero efforts are making an impact in Hillsborough County. 2018 saw the lowest total number of traffic deaths over the last six-year period.
- The 2018 crash data revealed that on average there are 12 traffic related fatalities per month.

Tracking Progress

TRAFFIC DEATHS TREND




**HILLSBOROUGH COUNTY TRAFFIC DEATHS
2012-2018**

Source: Hillsborough County, Crash Data Management System.

2018 YEAR IN REVIEW

31 
VISION ZERO
COALITION PARTNERS

20 
VISION ZERO HERO
ADVERTISEMENT PLACEMENTS

2 
MURALS
PAINTED

6 
COMMUNITY
OUTREACH EVENTS

15 
SIGN
HOLDING EVENTS

21 
PRESENTATIONS GIVEN

2,000+ 


IN ATTENDANCE AT THE GULF COAST
SAFE STREETS SUMMIT

20+ 
SPEAKERS TRAINED


Form an Executive Board

- Speakers
- Heroes
- Events
- Heartache


< A B C D E F G H I J K L M N O P Q R S T U V W X Y Z >




Daron Acemoglu
Author of *Why Nations Fail*: One of the 30 Most Influential Economists in the World
In the face of increasing automation, we've been far too complacent, argues MIT's Daron Acemoglu. We're at a tipping point. Either we close the skills gap and prepare for the future of work—or fail...




Shawn Achor
Author of *The Happiness Advantage*
Happiness speaker Shawn Achor teaches the most popular class at Harvard—a class on positive psychology. Achor has earned over a dozen distinguished teaching awards at the university, and is the CEO...




Ajay Agrawal
Artificial Intelligence & Machine Learning Expert / Founder of the Center for Data Science Lab (Author of *Four Thousand Weeks*)
To world-leading researcher Ajay Agrawal—named the engineer of a "Billion Dollar Breakout" by *The Globe and Mail*—advances in Artificial Intelligence and machine learning mean profound opportunities...



Wajahat Ali
Speaker on the Muslim American Experience, New York Times City Hall Contributor
What does it feel like to be a Muslim today, in the era of Trump? How can we come together to overcome Islamophobia and harmful stereotypes? Wajahat Ali—who regularly appears on CNN to discuss...



Darby Allen
Fox McHenry's Fire Chief (Em. I.) Memorandum and Crisis Leadership Speaker
During the catastrophic Alberta wildfires, fire chief Darby Allen shot to global acclaim for guiding the 88,000 residents of Fox McHenry to safety with no loss of life—the largest evacuations in...



Isabel Allende
Author of *The House of Spirits* and *The House of Women*
A literary legend, a social activist, and a feminist icon, Isabel Allende—now in the fourth decade of a career like no other—has sold over 60 million books in over 30 languages. The massive audiences...



Publix



Quarterly Meetings

- ✓ August 28, 2018
- ✓ November 29, 2018
- ✓ February 28, 2019
- June 6, 2019

