

MANAGING SPEED on Hillsborough's High Injury Network

*Stakeholder Meeting
October 15, 2019*

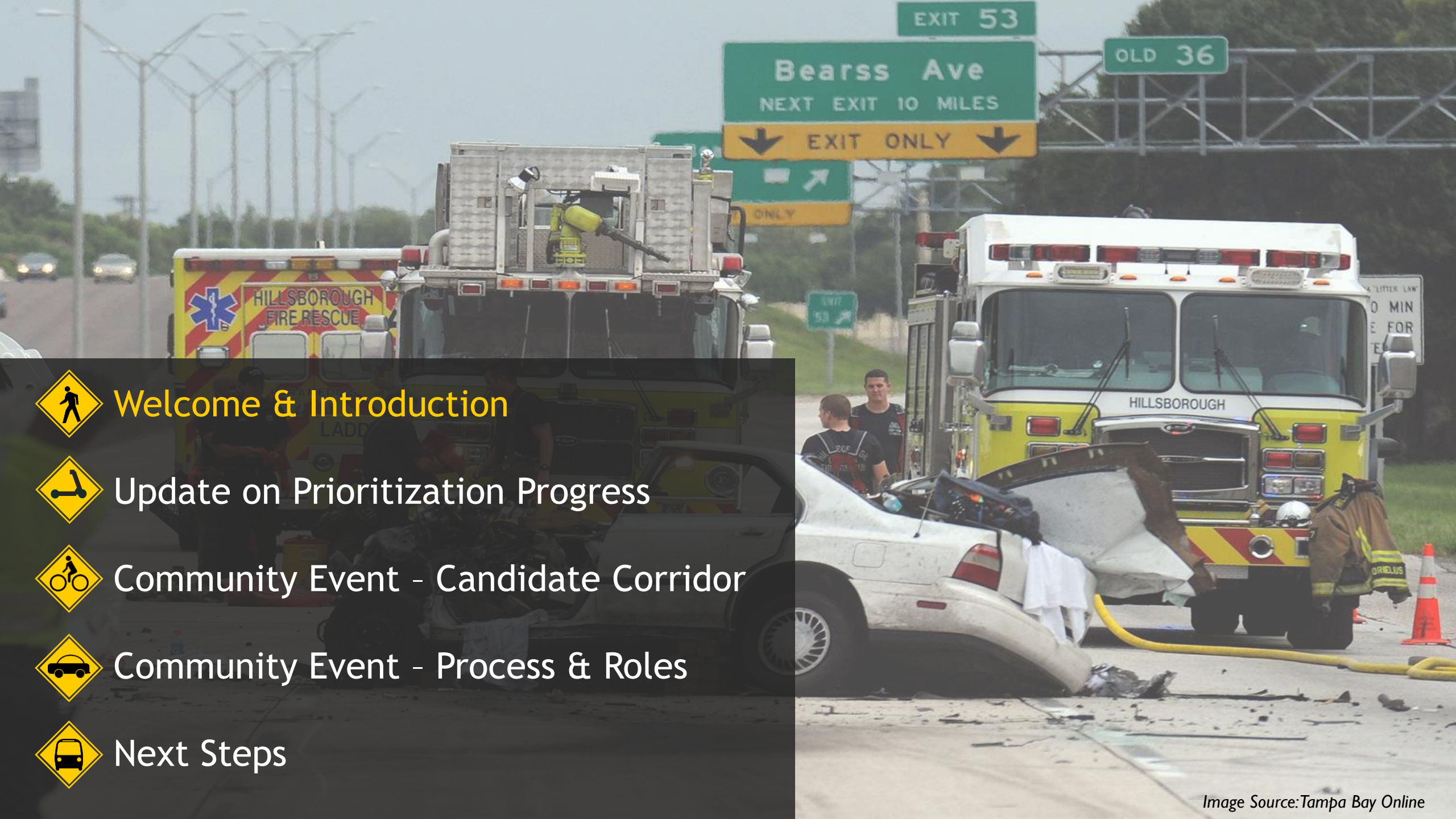
Presented by:

Gena Torres



Paula Flores





Welcome & Introduction



Update on Prioritization Progress



Community Event - Candidate Corridor



Community Event - Process & Roles



Next Steps

Study Objectives

GOAL

- Improve public health and safety by reducing road fatalities and serious injuries.

DESIRED OUTCOMES

- *Improved safety experience* for all road users - pedestrians, bicyclists, and motorists.
- *Increase awareness* of the dangers of speeding.
- *Institutionalize good practices* in road design, traffic operations, engagement, enforcement and safety.
- Identify *supportive policies, programs and infrastructure* improvements to meet safety goal.
- Obtain *cooperation and support* of stakeholders.

SPEED MANAGEMENT ACTION PLAN - Study Scope

- Stakeholder Involvement
- Speed Management Practices
- Corridor Prioritization
- Corridor Community Engagement
- Speed Management Action Plan



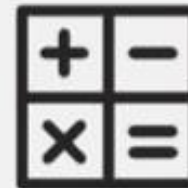
STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

TASK 3 - CORRIDOR PRIORITIZATION

- Evaluate Top 20 HIN Corridors
- Develop Metrics for Prioritization
 - Severity
 - Equity
 - Pedestrian Crashes
 - Proximity to Schools
 - Ease of Implementation

**PROTECT
#EVERYSCHOOL
WITH SPEED SAFETY
CAMERAS**



Education



Engineering



Enforcement



Equity



Evaluation

HIN Crash Statistics (2014-2018)

- Total crashes - Increased by 13%
- Fatalities - Decreased by 4%
- Serious Injuries - Decreased by 30%
- Motorcycle crashes - Decreased by 10%
- Pedestrian Crashes - Increased by 10%
 - Pedestrian Fatalities - Increased by 41%
 - Serious Injuries - Reduced by 22%
- Bicycle Crashes - Reduced by 5%
 - -20%-30% Bicycle Fatalities/SI

2014 - 2018

Total Counts for Queried Years.

30,778	+12.7% ↑		Total Crashes
113	-4.2% ↓		Total Fatalities
976	-29.1% ↓		Total Serious Injuries
61	-6.2% ↓		Total Speeding Crashes
380	-10.2% ↓	Total Fatalities & Injuries	Motorcycle Crashes
30	-16.7% ↓	Total Fatalities	
100	-13.0% ↓	Total Serious Injuries	
323	+9.1% ↑	Total Fatalities & Injuries	Pedestrian Crashes
48	+41.2% ↑	Total Fatalities	
83	-21.7% ↓	Total Serious Injuries	
220	-4.4% ↓	Total Fatalities & Injuries	Cyclist Crashes
8	-20.0% ↓	Total Fatalities	
50	-29.6% ↓	Total Serious Injuries	

Hillsborough County CDMS data
 Crash data website: gpi.ninja/hillsborough/

HIN Crash Statistics (2014-2018)

Frequency by Age - <35 years old - 67% of Fatal crashes

Posted Speeds - 40MPH+ - 92% of Fatal crashes

Non-Intersection: 59% of Fatal crashes

Aggressive Driving/Speeding Related Factors: 71% of Fatal crashes

- Erratic Reckless, Aggravated maneuvers, ran off road, exceeded speed limit, ran red light, careless or negligent

Lighting: 53% of Fatal crashes occurred on “Dark-Lighted” streets

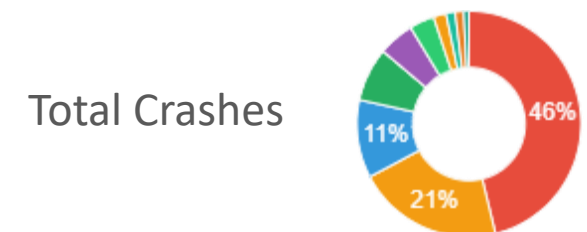
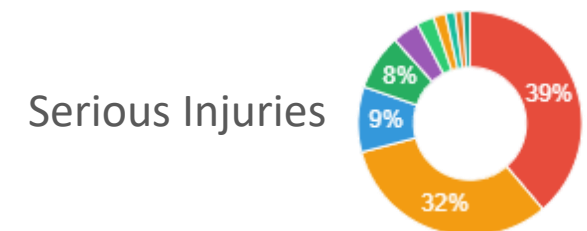
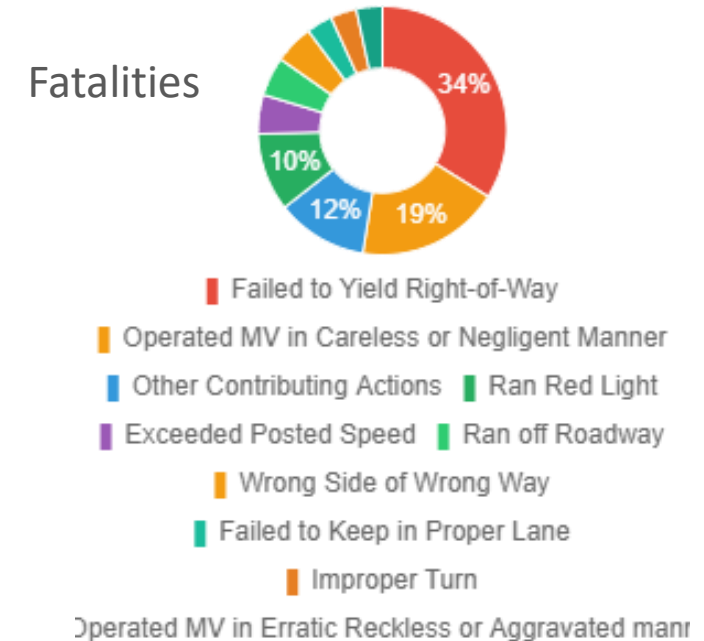
Time of Day: 83% of Fatal crashes occur Non-Peak

of travel Lanes: 59% of Fatal crashes occur on >4 travel lanes

Vehicle Type: Fatal crashes involved - 43% cars, 24% SUV, 14% Motorcycles

Crash data website: gpi.ninja/hillsborough/

Contributing Factors



SPEED MATTERS MOST



As traffic deaths soar, #VisionZero cities pursue lower speed limits & new road design. Learn why Portland leads the movement in our upcoming webinar: bit.ly/2yNeq0B



FOR A SAFER NYC

SPEED LIMIT 25

VISION ZERO



SPEED LIMIT REDUCTION RESULTS

Seattle

- 40% in crashes
- 30% in injury crashes

NYC

- 14% in crashes
- 49% in pedestrian crashes
- 42% in bicyclist crashes

Mexico City


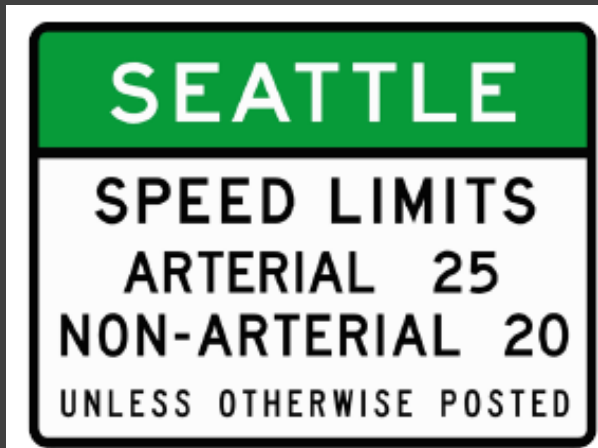
- 18% in crashes

Boston

- 30% in speeds over 35 MPH

Other Cities

- Portland, OR
- Cambridge, MA
- Albuquerque, NM
- Nashville, TN

A speed limit sign on a post. The top sign is rectangular with a white background and black border, reading "FOR A SAFER BOSTON" in bold black letters. Below it is a larger rectangular sign with a white background and black border, reading "SPEED LIMIT" in blue and "25" in large black numbers. A red horizontal bar is at the bottom of the sign.

Boston has a new default speed limit.


IF YOU DON'T SEE A SIGN, THE SPEED LIMIT IS 25 MPH.

HELP SPREAD THE WORD.
Talk with your family, neighbors, and friends about the speed limit change.

SHOW YOUR SUPPORT.
Visit boston.gov/25mph to learn how to show your support and get engaged.

BE AWARE OF YOUR SPEED.
Drive at or below the 25 mph speed limit. You can help save lives. If you crash, you're less likely to cause serious injury or death.

WHY THE CHANGE?
Reducing driving speeds from 30 mph to 25 mph will help make Boston safer for people of all ages and abilities walking, driving, and bicycling on our streets.




17% 30% 67%
LIKELIHOOD OF SEVERE OR FATAL INJURY

WHICH STREETS ARE AFFECTED?
The default speed limit applies to all streets without speed limit signs. Some streets will have signs with higher or lower speed limits.

EFFECTIVE 01.09.17

BOSTON.GOV/25MPH // VISIONZEROBOSTON.ORG



May Meeting - Stakeholder Feedback

Prioritization Factors:

(Ranked by order of most mentioned in breakout groups)

- Posted speed vs. context Class
- Regional equity (low income, Commissioner districts)
- Crash history
- Proximity to schools
- Ped/bike injuries
- Absence of lighting
- Ped/Bike level of stress
- Planned projects in Work Program / CIP
- Low hanging fruit - ease of implementation
- **Transit service route**
- **Geometric features (volumes, lanes, intersection spacing)**

Example Assessment - Posted Speed & Context Class

Corridor	Road Classification	Context Classification	ITE/CNU Class Speed Range*	Posted Speed (MPH)	Conflict Range (MPH)
1 Brandon Blvd from Falkenburg Rd to Dover Rd	Principal Arterial	C3 (35-55)	25-35 Max	45,50, 55	10-20
2 Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview Rd	Arterial	C3 (35-55)	25-35 Max	45	10
3 Hillsborough Ave from Longboat Blvd to Florida Ave	Principal Arterial	C3 (35-55)	25-35 Max	45, 50	10-15
4 Fletcher Ave from Armenia Ave to 50th St	Principal Arterial	C3 (35-55)	25-35 Max	35, 40, 45	5-10
5 Dale Mabry from Hillsborough Ave to Bearss Ave	Principal Arterial	C3-C4 (30-45)	25-35 Max	45	10
6 Lynn Turner from Gunn Hwy to Ehrlich Rd	Arterial	C3 (35-55)	25-35 Max	45	10
7 Meridian Ave from Channelside Dr to Twiggs St	Arterial	C6 (25-30)	25-30 Max	40	10
8 Bruce B Downs from Fowler Ave to Bearss Ave	Arterial	C3 (35-55)	25-35 Max	45	10
9 50th/56th St from MLK Blvd to Hillsborough Ave	Principal Arterial	C3 (35-55)	25-35 Max	45	10
10 15th St from Fowler Ave to Fletcher Ave	Collector	C4 (30-45)	25-35 Max	30	0
11 Big Bend Road from US41 to I75	Arterial	C3 (35-55)	25-35 Max	45	10
12 US301 from I75 to Adamo Dr	Principal Arterial	C3 (35-55)	25-35 Max	50	15
13 Sheldon Rd from Hillsborough Ave to Water Ave	Arterial	C3 (35-55)	25-35 Max	45	10
14 I4 from I275 to 22nd St	Freeway	Urban (50-70)	50-70	55	0
15 56th St from Sligh Ave to Busch Blvd	Principal Arterial	C4 (30-45)	25-35 Max	35, 45	10
16 I275 from Howard Frankland Bridge to Busch Blvd	Freeway	Urban (50-70)	50-70	55, 60	0
17 Kennedy Blvd from Dale Mabry to Ashley Dr	Principal Arterial	C4 (30-45)	25-35 Max	40, 45	5-10
18 78th St from Causeway Blvd to Palm River Rd	Arterial	C4 (30-45)	25-35 Max	45	10
19 CR579/Mango Rd from MLK Blvd to US92	Arterial	C4 (30-45)	25-35 Max	45	10
20 Florida Ave from Waters Ave to Linebaugh Ave	Arterial	C4 (30-45)	25-35 Max	40, 45	5-10

Overall

- 70% are 5-10MPH over National Practice
- 15% are 15-20MPH over National Practice

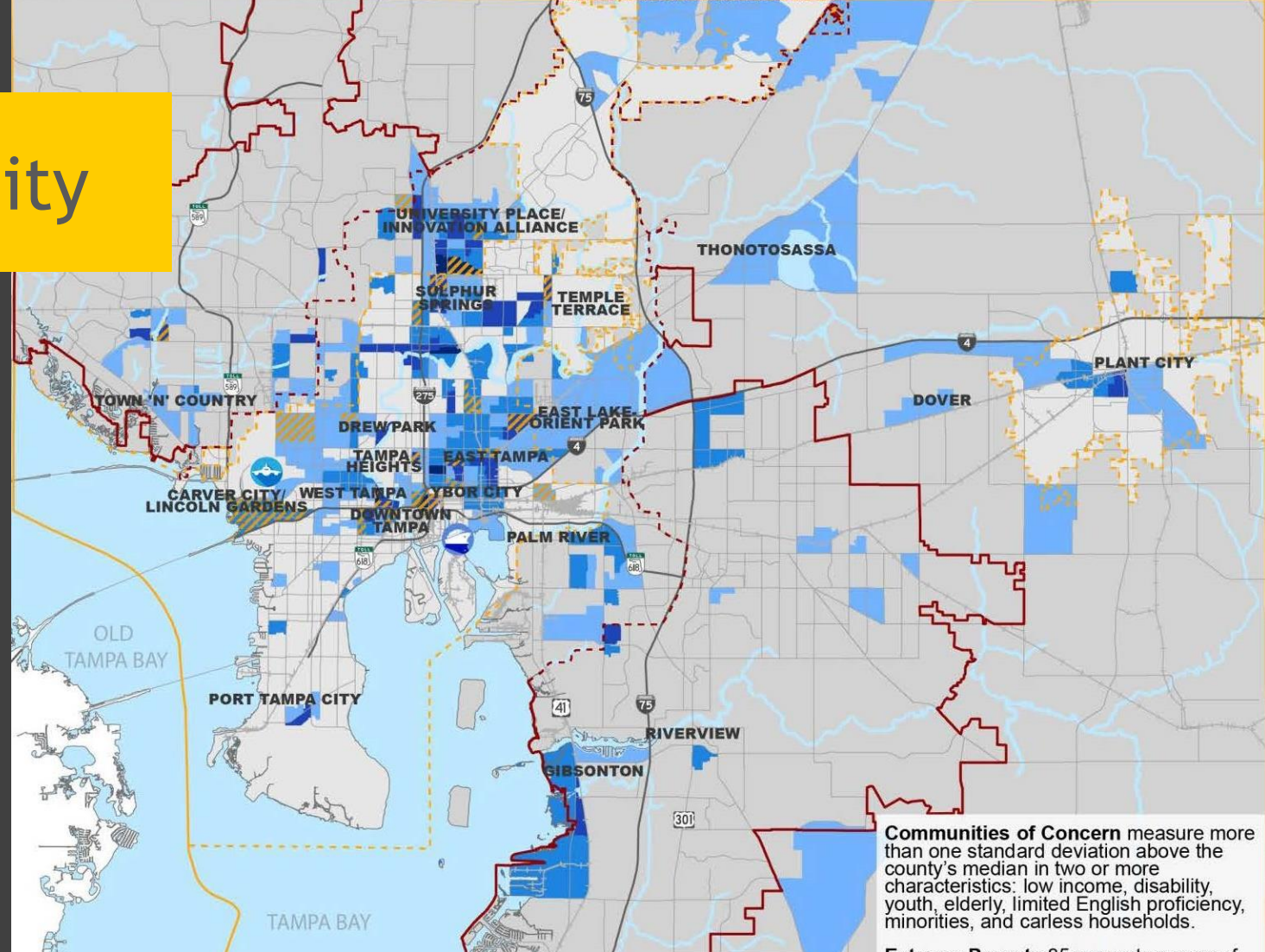
*Designing Walkable Urban Thoroughfares: A Context Sensitive Approach - An ITE Recommended Practice, ITE, CNU, 2010

Example Assessment - Equity

Communities of Concern

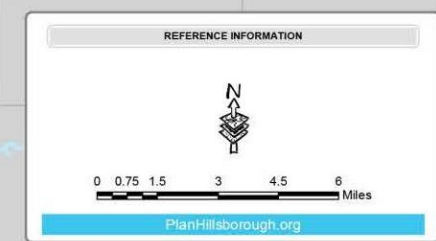
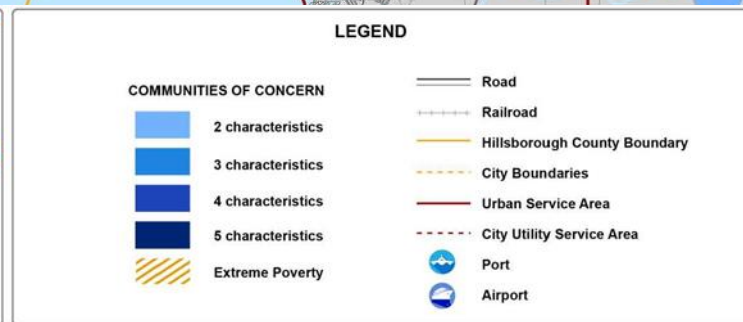
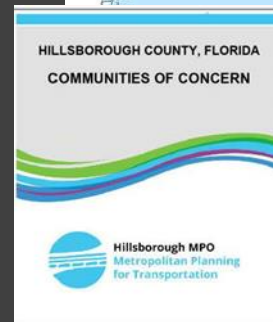
Which measure more than one standard deviation above the county's median in two or more characteristics: low income, disability, youth, elderly, limited English proficiency, minorities and carless households.

- Overlaid HIN corridors
- Estimated distance of frontage of each COC category on the corridor
- Assigned a point system for each COC category on the corridor
- Developed a Risk Performance Level - the higher the deviations, the higher the points, the higher the risk.



Communities of Concern measure more than one standard deviation above the county's median in two or more characteristics: low income, disability, youth, elderly, limited English proficiency, minorities, and carless households.

Extreme Poverty 85 percent or more of households have an annual household income of \$37,000 or less.

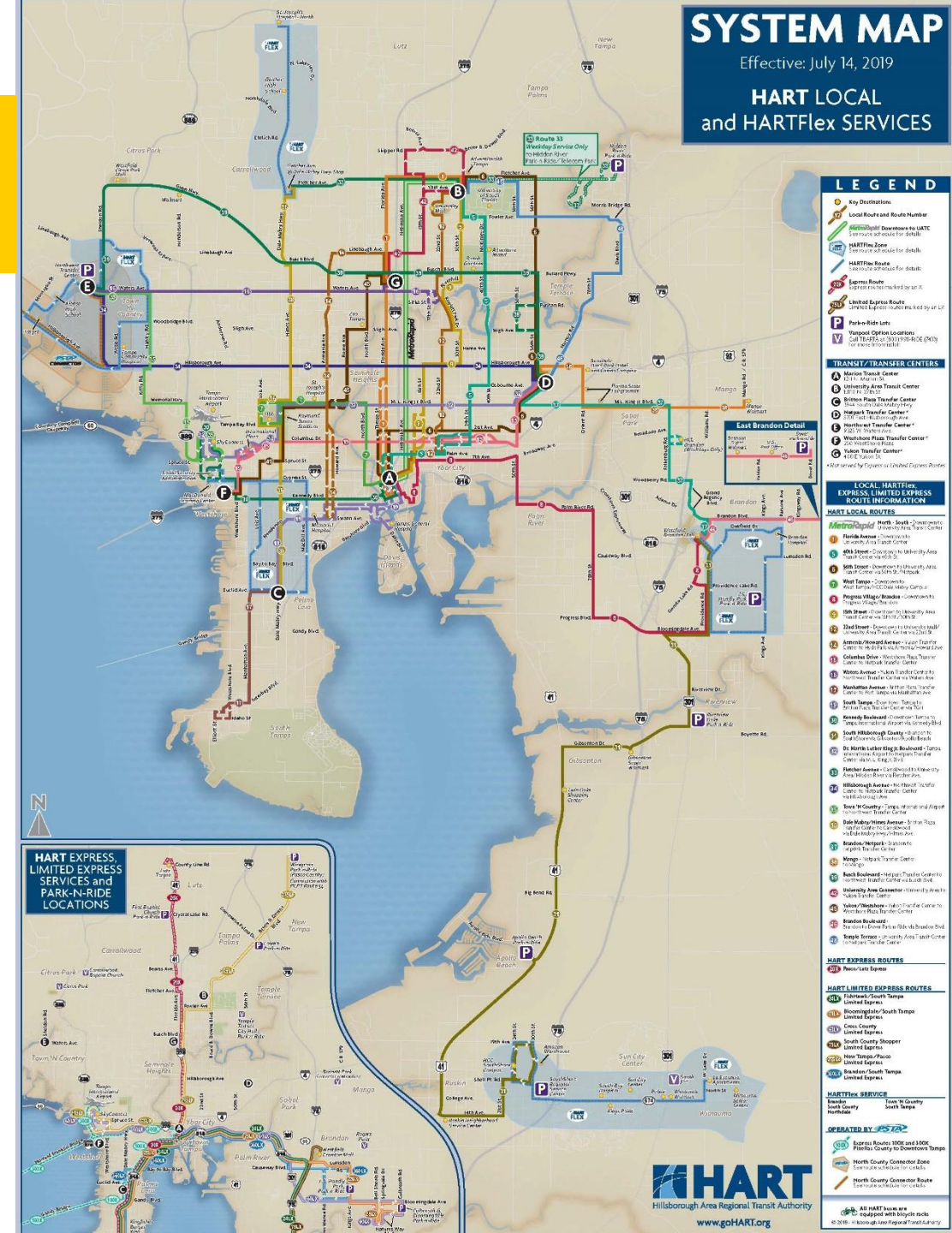


Example Assessment - Transit Service Routes

- Overlaid HIN corridors
- Identified how many service routes traverse the corridor
- Identified how many routes cross the corridor
- Identified if a transfer center or park and ride lot exists
- Identified what key destinations (grocery, health care, schools, etc.) exist with transit access
- Assigned a point system for each category
- Developed a Risk Performance Level - the higher the services provided, the higher the points, the higher the risk.

Performance Level

	High
	Medium
	Low



Priority Matrix

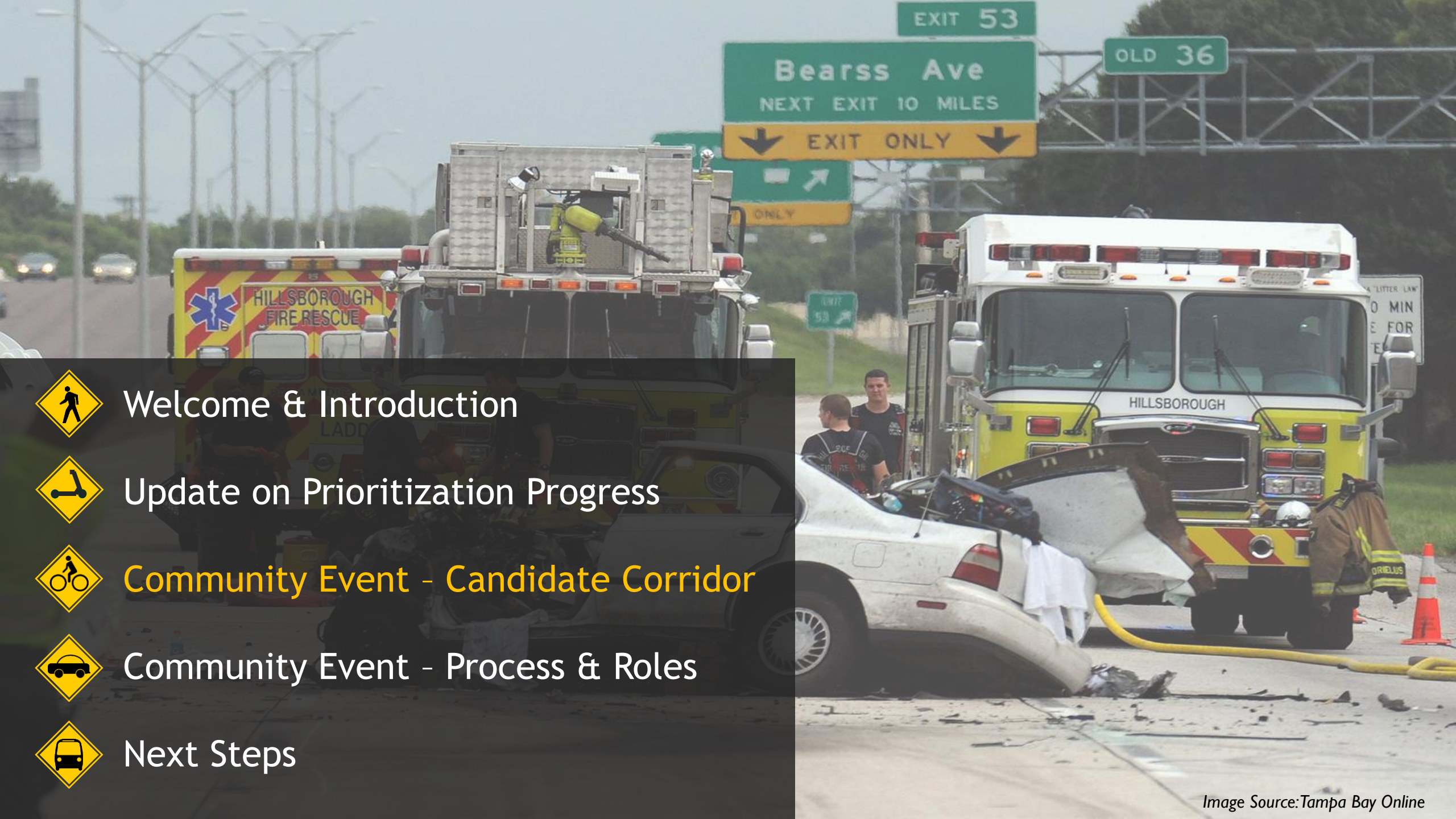
<u>Corridor and Extent</u>		Crash Severity / Mile	Ped/Bike Crash Rate/Mile	Schools / Mile	Equity CoC Coverage	Posted Speed - Context Class Conflict	Transit Routes	High Volumes	High # Lanes	
Brandon Blvd	Falkenburg Rd to Dover Rd	●	◐	●	◐	●	◐	◐		5.3
Gibson Dr/Boyette Rd	I-75 to Balm Riverview Rd	●	○	●	◐	●	○	○		4.7
Hillsborough Ave	Longboat Blvd to Florida Ave	◐	●	●	◐	●	◐	◐		5.7
Fletcher Ave	Armenia Ave to 50th St	◐	●	○	●	●	◐	◐		5.3
Dale Mabry	Hillsborough Ave to Bearss Ave	◐	◐	●	●	●	◐	◐		5.7
Lynn Turner	Gunn Hwy to Ehrlich Rd	◐	○	○	○	●	○	○		3.3
Meridian Ave	Channelside Dr to Twiggs St	●	○	◐	◐	●	○	○		4.7
Bruce B Downs	Fowler Ave to Bearss Ave	◐	●	◐	●	●	●	◐		6.0
50th/56th St	MLK Blvd to Hillsborough Ave	◐	○	◐	●	●	●	○		5.0
15th St	Fowler Ave to Fletcher Ave	●	●	○	●	○	○	○	T	4.3
Big Bend Road	US41 to I75	◐	○	●	○	●	○	○	B	4.0
US301	I75 to Adamo Dr	◐	○	○	○	●	○	◐	D	3.7
Sheldon Rd	Hillsborough Ave to Water Ave	◐	●	●	◐	●	◐	○		5.3
I4	I275 to 22nd St	●	○	○	○	○	○	●		3.7
56th St	Sligh Ave to Busch Blvd	◐	●	◐	○	●	◐	◐		5.0
I275	Howard Frankland Bridge to Busch Blvd	○	○	◐	○	○	●	●		4.0
Kennedy Blvd	Dale Mabry to Ashley Dr	●	◐	◐	◐	●	◐	◐		5.3
78th St	Causeway Blvd to Palm River Rd	●	◐	○	◐	●	○	○		4.3
CR579/Mango Rd	from MLK Blvd to US92	◐	○	●	○	●	○	○		4.0
Florida Ave	Waters Ave to Linebaugh Ave	●	●	○	●	●	○	○		5.7

Priority Scoring

	High
	Medium
	Low

Performance Level

	High
	Medium
	Low



Welcome & Introduction



Update on Prioritization Progress



Community Event - Candidate Corridor



Community Event - Process & Roles

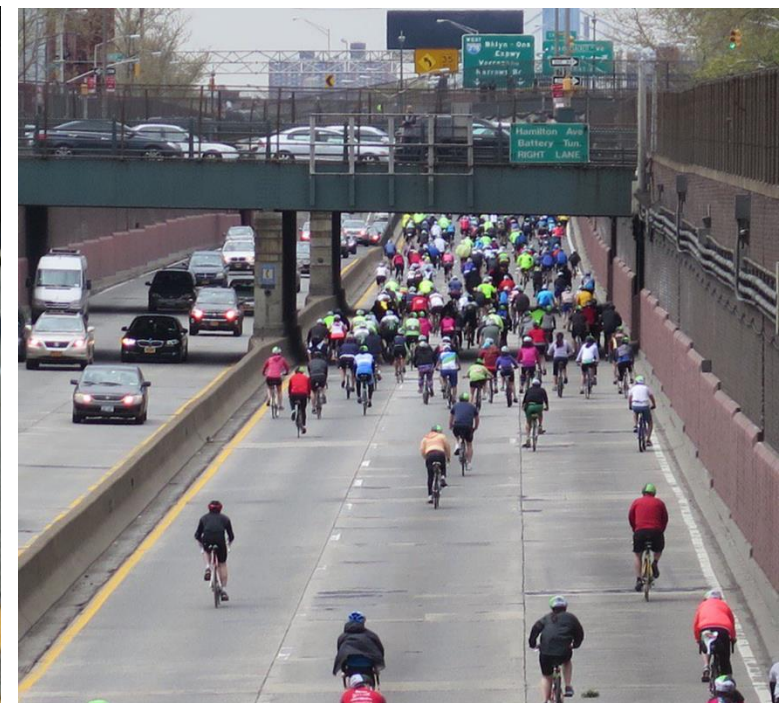


Next Steps



TASK 4 - CORRIDOR COMMUNITY ENGAGEMENT

- Community Event
- Select corridor
- Evaluate corridor needs - Baseline
- Identify and Install treatments & strategies



EXAMPLE - Sheldon Road

- Hillsborough to Waters Ave (2014-2018)

- High Priority Corridor
- Over 15 Severe crashes per mile
- Total Crashes - Increased by 18%
- Fatalities - Increased by 13%
- Serious Injuries - Decreased by 32%
- Motorcycle crashes - More Fatal
- Pedestrian crashes - Increased by 4%
- Bicycle crashes - Decreased by 25%

2014 - 2018

Total Counts for Queried Years.

953	+17.9% ↑	Total Crashes	
9	+12.5% ↑	Total Fatalities	
23	-32.4% ↓	Total Serious Injuries	
2	-33.3% ↓	Total Speeding Crashes	
6	-14.3% ↓	Total Fatalities & Injuries	Motorcycle Crashes
2	+100.0% ↑	Total Fatalities	
0	-100.0% ↓	Total Serious Injuries	
20	+4.0% ↑	Total Fatalities & Injuries	Pedestrian Crashes
2	0.0%	Total Fatalities	
7	-22.2% ↓	Total Serious Injuries	
13	-25.0% ↓	Total Fatalities & Injuries	Cyclist Crashes
0	-100.0% ↓	Total Fatalities	
2	-50.0% ↓	Total Serious Injuries	

EXAMPLE - Sheldon Road

- Hillsborough to Waters Ave (2014-2018)

Frequency by Age - <35 years old - 50% of Fatal crashes

Non-Intersection: 33% of Fatal crashes

T-Intersection: 44% of Fatal Crashes

Aggressive Driving/Speeding Related Factors: 72% of Fatal crashes

- Erratic Reckless, Aggravated maneuvers, ran off road, exceeded speed limit, ran red light, careless or negligent, drove too fast

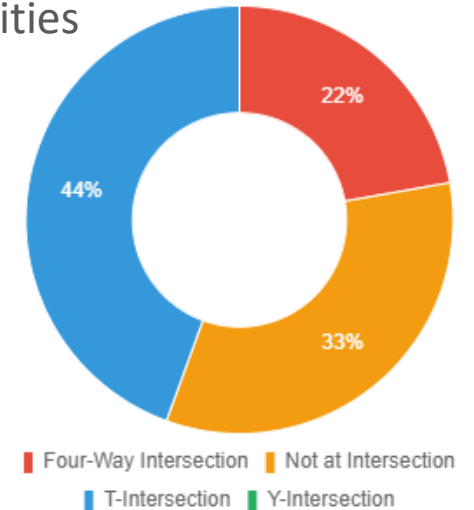
Lighting: 44% of Fatal crashes occurred at night

Time of Day: 78% of Fatal crashes occur Non-Peak

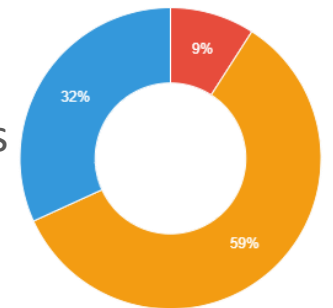
Vehicle Type: Fatal crashes involved - 62% cars, 13% SUV, **25% Motorcycles**

Crash Location

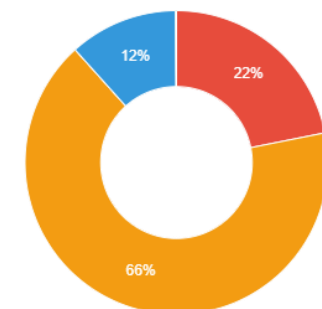
Fatalities



Serious Injuries



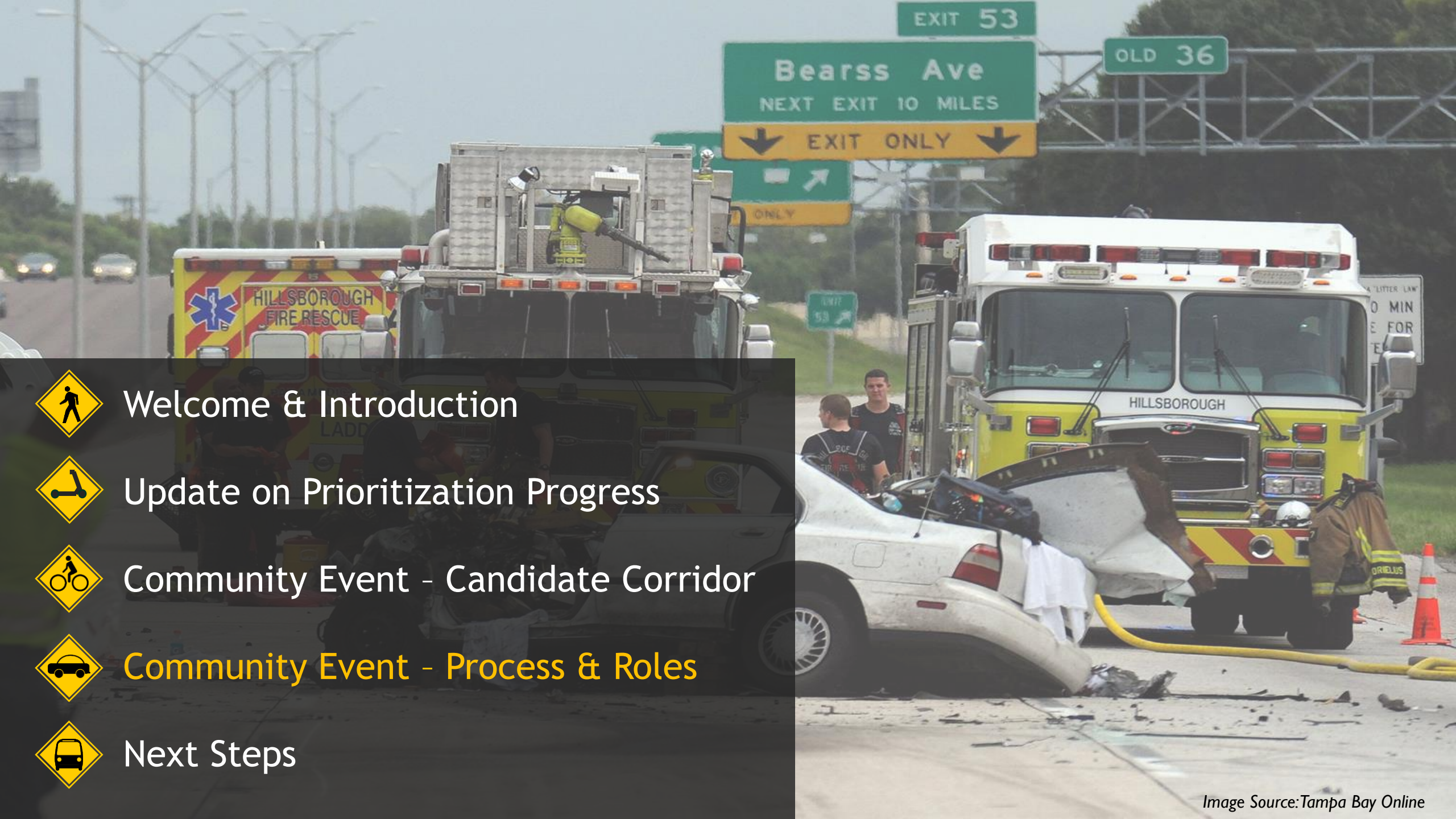
Total Crashes



It's your turn... What are your thoughts?

What speed management Pop-Up techniques could be considered on similar corridors?





Welcome & Introduction



Update on Prioritization Progress



Community Event - Candidate Corridor



Community Event - Process & Roles



Next Steps

Community Event - Process

- Meet with local community leaders
- Set date early February
- Who to invite? Send invitations
- Prepare demonstration materials



LADOT – Los Angeles, CA



blogspot.com–Toronto



Fayetteville, AK



Bikewalkkc.org

Community Event - Stakeholder Roles

- Outreach
- Logistics
- Materials
- Set up
- Safety



Chicago, IL



LADOT - Los Angeles, CA



blogspot.com - Toronto



Fayetteville, AK



Bikewalkkc.org

NEXT STEPS

- Work with County and State - Candidate Corridor
- Task 4 Community Event - February
- Initiate - Task 5 Speed Management Action Plan



Education



Engineering



Enforcement



Equity



Evaluation



THANK YOU!



Hillsborough MPO
Metropolitan Planning
for Transportation

