

MANAGING SPEED on Hillsborough's High Injury Network

*Stakeholder Kick-Off Meeting
May 24, 2019*

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Welcome & Introduction



Study Objectives



FDOT Speed Management - Pilot Projects



Examples & Best Practices



Stakeholder Input

SAFE STREETS NOW



ONE TRAFFIC DEATH IS TOO MANY

Formed a coalition to develop the Action Plan



...and
growing

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

GOAL 1 – Future will not be like the past

Short-term action

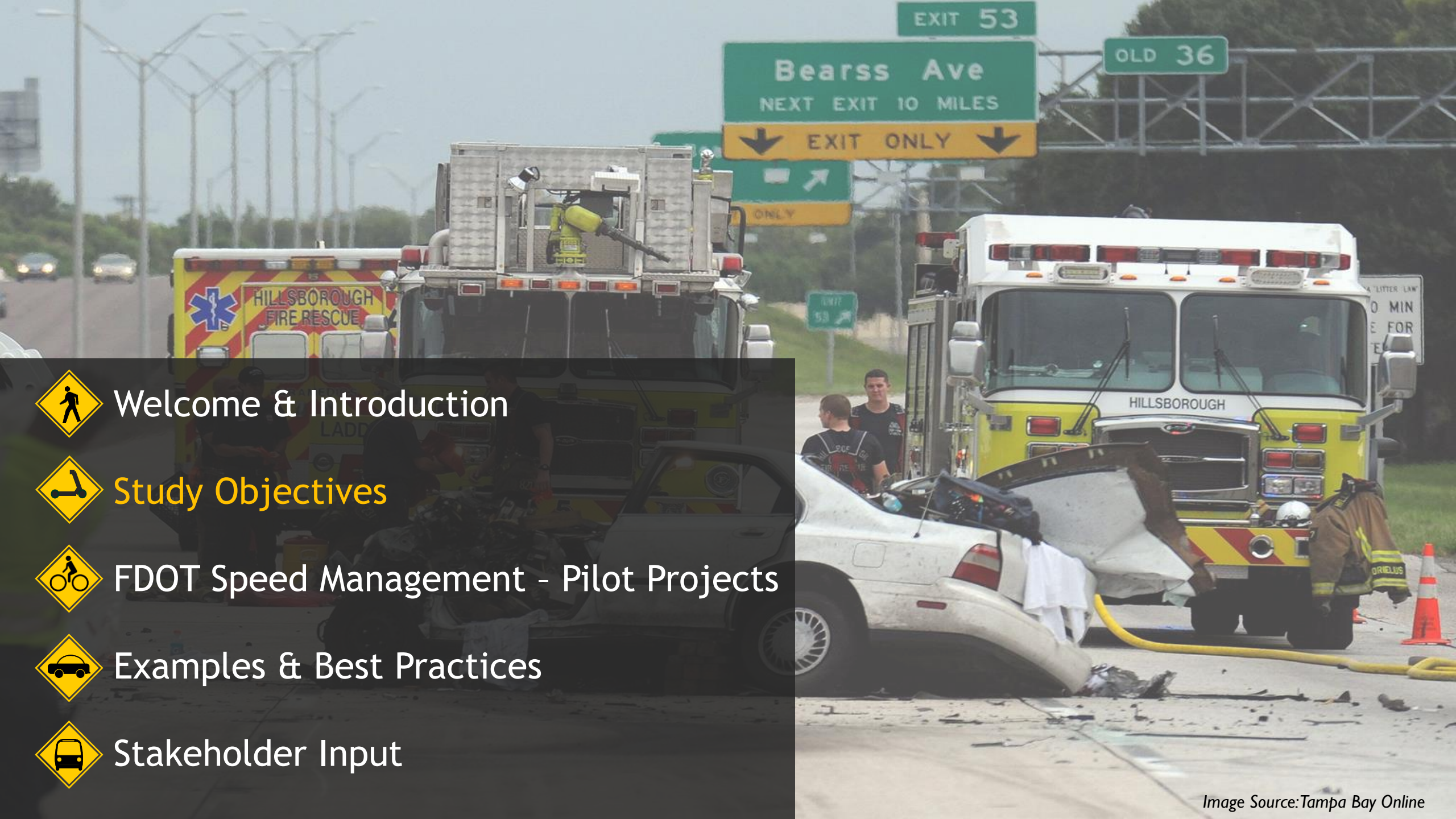
- Enhance requirements in local land development codes

Mid-term actions

- Enhance requirements in technical manuals
- Revisit and update maintenance of traffic policies
- Provide professional training opportunities

Long-term action

- **Develop context classifications and target speeds within Vision Zero corridors, consistent with FDOT Complete Streets guidelines.**



Welcome & Introduction



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FDOT Speed Management - Pilot Projects



Examples & Best Practices



Stakeholder Input

WHY IS IT IMPORTANT?

- Florida - most dangerous state for pedestrians and bicyclists in recent history
- Nations Top 10 metro areas with highest pedestrian fatalities
 - Cape Coral
 - Palm Bay
 - Orlando
 - Jacksonville
 - Daytona Beach
 - Lakeland
 - Tampa/St. Petersburg
 - Sarasota/Bradenton



On average, a person is dying on Hillsborough streets every other day!

BABY, 10 MONTHS, DIES IN I-75 CRASH

TBadmin | October 8, 2018



Two other children, ages 3 and 8, suffered from the single-vehicle crash. FHP troopers said children were in car seats or wearing seat belts.

HILLSBOROUGH COUNTY – A 10-month-old baby was thrown from a car during a crash on I-75, Highway Patrol said.

Two other children, ages 3 and 8, were taken to hospital with minor injuries. The genders of the available FHP troopers said none of the children or otherwise restrained.

The children's grandmother, Lorraine Sailor, 50, was driving the car, was not injured.

The crash happened about 3:11 p.m. on northbound Fletcher Avenue at about the 266 mile marker in Hillsborough County.

Troopers said Sailor was driving a 2008 Hyundai.

I-75 in the outside lane when she veered to the left to avoid debris in the roadway. Sailor lost control of the Hyundai, which traveled to the center median and collided with the guardrail.

As it rotated, the baby and the 8 year old were thrown from the car and the 3 year old was injured.

Florida Highway Patrol | FHP | I-75 Crash | Tampabay News

#FloridaHighwayPatrol #FHP #I75Crash #TampabayNews

RIVERVIEW MAN DIES IN I-75 CRASH

TBadmin | October 9, 2018



The pickup truck he was driving was overturned by FHP troopers.

HILLSBOROUGH COUNTY – A man died in a single-vehicle crash on I-75 morning (Oct. 9) in a single-vehicle crash, Highway Patrol said.

Thomas Miller IV, 43, of Riverview, was wearing a seat belt. His passenger was taken to Tampa General Hospital with injuries.

The crash happened about 1:30 p.m. while approaching Fletcher Avenue.

Troopers said Mr. Miller was driving a 2011 Chevrolet pickup truck when, for unknown reasons, the truck traveled onto the shoulder and overturned, throwing Mr. Miller from the vehicle.

Florida Highway Patrol | I-75

News

#FloridaHighwayPatrol #I75Crash #ThomasMillerIV #TampabayNews

ONE DEAD IN FIERY CRASH AT I-75 AND FOWLER AVENUE

TBadmin | October 3, 2018



The first crash was on I-75. That collision caused the tractor-trailer to fall onto Fowler where a portion landed on a car that then caught fire, the Florida Highway Patrol said.

HILLSBOROUGH COUNTY – One man died in a five-vehicle crash that closed I-75 for several hours and was expected to close Fowler Avenue overnight, the Florida Highway Patrol said.

Daniel Lee Almond, 31, of Spring Hill, died at the scene.

Mr. Almond was an employee of the Florida Department of Transportation. Highway Safety and Motor Vehicles, which released this statement. "Through his work with the department, Daniel made tremendous impact helping to promote highway safety across the state of Florida, undoubtedly saving lives. We mourn his tragic loss and our prayers and support will remain with his family and friends during this time of grief."

Jennifer Louise Boynton, 40, of Belleview, one of the drivers in the five-vehicle crash, was taken to St. Joseph's Hospital with minor injuries. Scott Eiling, 50, of Belleview, a passenger in Boynton's

Toyota, was also taken to St. Joseph's although he had no reported injuries emergent.

Angel Aldana Catalan, 63, of Port St. Lucie, another driver, suffered minor injuries but was not taken to a hospital.

Frank L. Harold, 62, and Jennie M. Harold, 63, of Bradenton, the driver and passenger in a Hyundai, were taken to Tampa General Hospital with minor injuries.

Patricia P. Folsom, 69, of Tampa, the driver of a Toyota SUV, was not injured.

The crash happened about 4:08 p.m. Tuesday (Oct. 2) at the I-75-Fowler Avenue interchange in Hillsborough County.

Troopers said Boynton, who was driving a 2004 Toyota Sequoia east on Fowler, turned onto the northbound entrance ramp to I-75. Boynton lost control of the Toyota and traveled across the

WHEELBIKE DIES IN HIT AND RUN CRASH

TBadmin | September 24, 2018



Alcohol is suspected as a factor in the crash.

HILLSBOROUGH COUNTY – A Riverview man died in a hit-and-run crash on I-75 (Sept. 23) when the bicycle he was riding was struck by a car.

The driver of the car, John Dilgard, 73, of Riverview, died at the scene.

The crash happened about 12:42 a.m. on I-75 in Hillsborough County.

Mr. Dilgard was riding a yellow Duna moped on Kings Avenue when he was struck from behind by a car. Citizens called 911 to report a person down near the intersection of Calm Drive.

Deputies and paramedics from Hillsborough County answered the calls and found Mr. Dilgard. Hillsborough County Sheriff's Office said alcohol is suspected to have contributed to the crash.

Deputies said a potential suspect and vehicle information are pending.

Hillsborough Sheriff | Hit and Run Crash | News

#HillsboroughSheriff #HitandRunCrash #TampabayNews

BRUCE B. DOWNS CRASH KILLS TWO

TBadmin | October 11, 2018



The six-vehicle crash closed the northbound lanes of Bruce B. Downs Boulevard for several hours.

TAMPA – Two people are dead and one person is in critical condition after a six-vehicle crash Wednesday (Oct. 10) on Bruce B. Downs Boulevard, the Tampa Police Department said.

Mohamed Saud Hanidan Su Al Toobi, 15, of Tampa, died at the scene after the crash. His front-seat passenger, a 16-year-old, died. The back-seat passenger was taken to the hospital with threatening injuries and was listed in stable condition.

The driver of one of the other vehicles was taken to the hospital with non-threatening injuries and is in stable condition. The driver of another car from the other cars received minor injuries.

The crash happened about 5:27 p.m. at Bruce B. Downs Boulevard.

Police said the Infiniti was headed south on Bruce B Downs from Amberly Drive. For reasons that are still under investigation, the Infiniti veered and struck the center median over the median into oncoming northbound traffic.

When the Infiniti entered the northbound lanes, it clipped the back end of another vehicle. The Infiniti continued into oncoming traffic where it collided with two other vehicles. Three other vehicles were also damaged because of secondary incidents caused by the crash. Six vehicles were involved, police said.

BRANDON MOTORCYCLIST DIES IN CRASH

TBadmin | October 2, 2018



Florida Highway Patrol

HILLSBOROUGH COUNTY – A man died in a crash on Monday (Oct. 1) in a crash on I-75, Highway Patrol said.

Ryan James Simpson, 35, of Tampa, died at the scene. Mendozza, 41, of Tampa, was taken to the hospital with injuries.

The crash happened about 1:30 p.m. on I-75 near Hillsborough Avenue and Fowler Avenue.

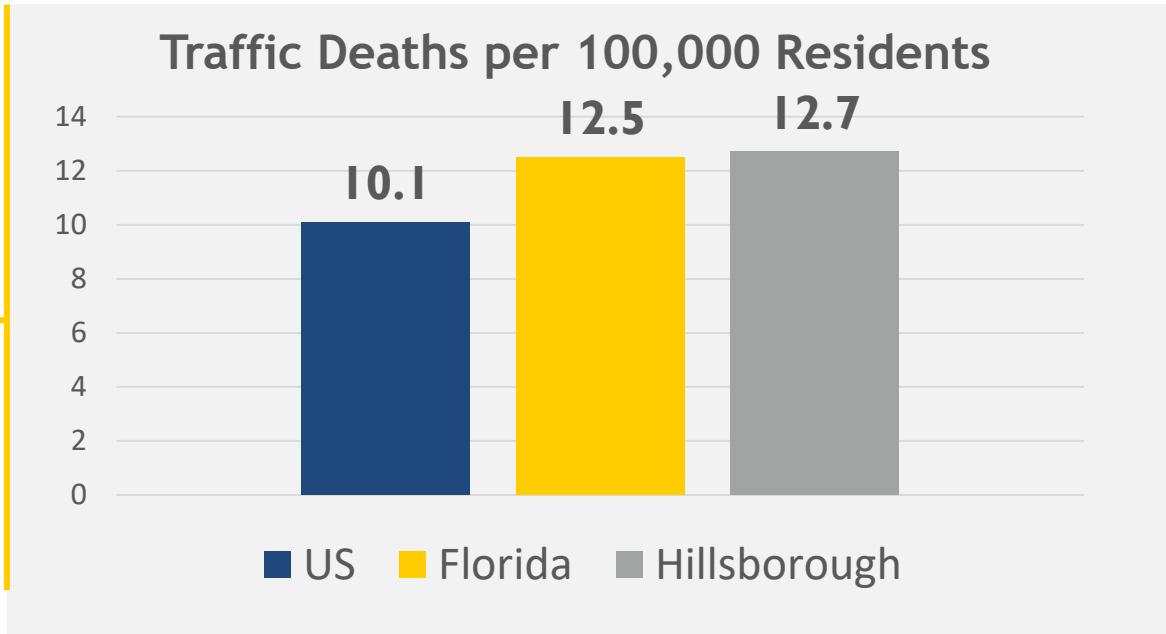
Troopers said Mr. Simpson was riding a motorcycle west on Hillsborough Avenue and was struck by a car passing other vehicles.

The motorcycle ran the red light and struck the Nissan pickup truck that was trying to turn from Orient

Florida Highway Patrol | News

#FloridaHighwayPatrol #RyanJamesSimpson #MotorcycleCrash #TampabayNews

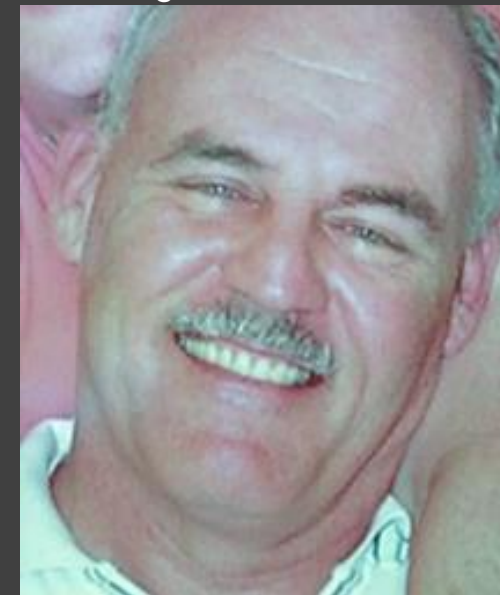
TRAFFIC DEATHS



LaMour Welch, 29



Ernest Kelly, 12



Eugene Fischer, 65



Emily Lopez, 17



WHAT DOES THE DATA TELL US?



Image Source: Tampa Bay Online

For every 1 fatal crash...
8 incapacitating injury
crashes occur.

WHAT DOES THE DATA TELL US?

FATAL CRASHES

- 75% occur on roads with *posted speeds +40 mph*
- 75% of fatal & serious injury crashes occur on *one-third of our roads*
- 33% of fatal crashes involve *aggressive driving*
- Pedestrian crashes - one-third result in death or incapacitation

County traffic

Record fatal year: 51 pedestrians die



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

PHOTO BY [unreadable]

A pedestrian crosses E Hillsborough Avenue at

292,000 new jobs keep U.S. perk...

The hiring gain... signal staying p... some analysts s...

Associated Press

WASHINGTON — The economy is motoring despite slowing global growth, but some analysts say that caused upbeat global markets around this week.

Employers added 292,000 jobs last month, the unemployment rate fell to 5.1 percent, the Labor Department 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 construction and an upturn in government spending offset a drag from overseas. The report "implied to rest a lot of the weight on the U.S. economy's upside due to the international headwinds," said.

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1/3 OF ROADS ACCOUNT FOR 3/4

...of severe crashes

TOP 20 CORRIDORS

- 63 miles of roadway
- Comprise 4% of our roads
- 19% severe crashes in five years
- 36% of crashes - Aggressive driving
- 15% of crashes - Ped/Bike crashes

ROAD TO ZERO



“...incremental progress is no longer acceptable given the increasingly rapid advances in technology and the wealth of knowledge about how to prevent crashes...

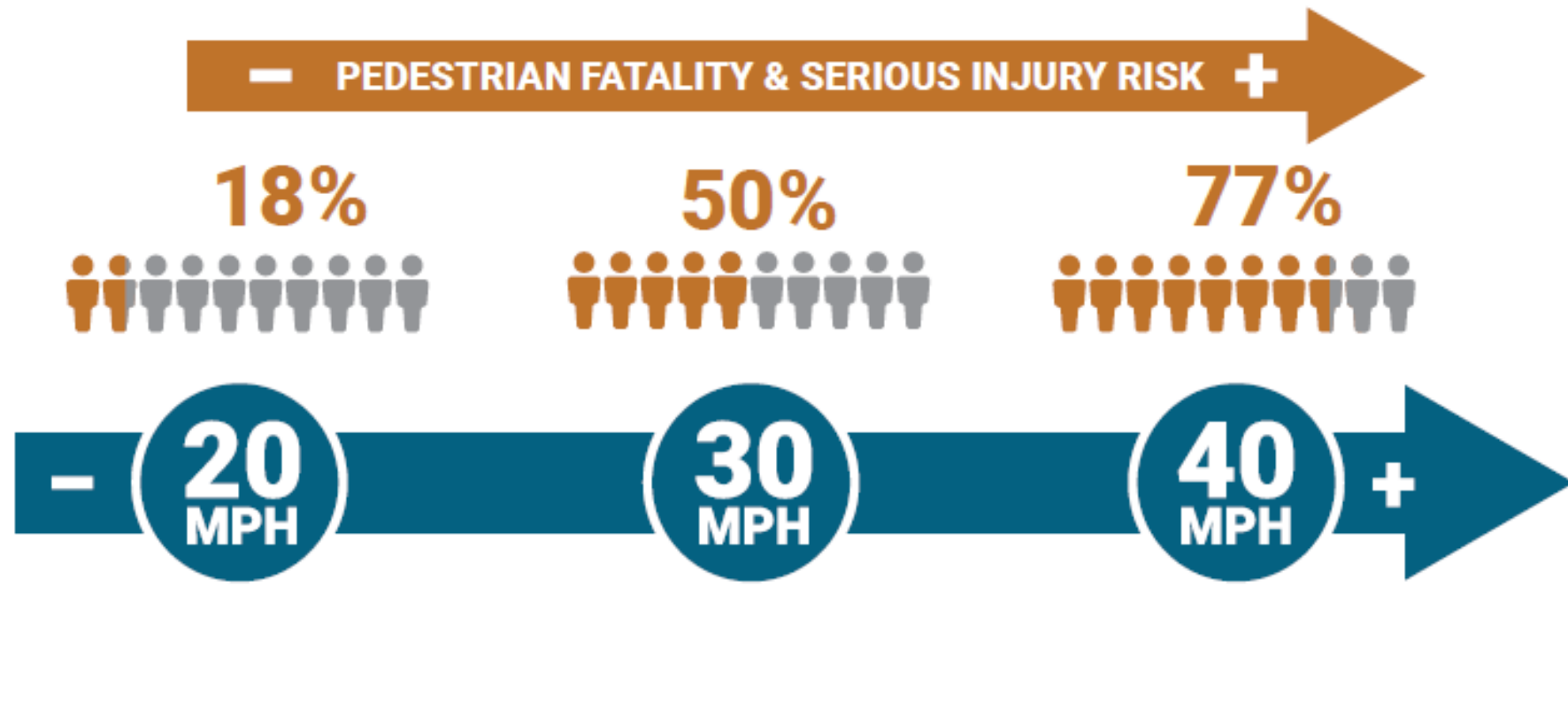
with the right *policies*, *technologies*, and *strategy*, we could *prevent all roadway deaths*”

USDOT, National Safety Council

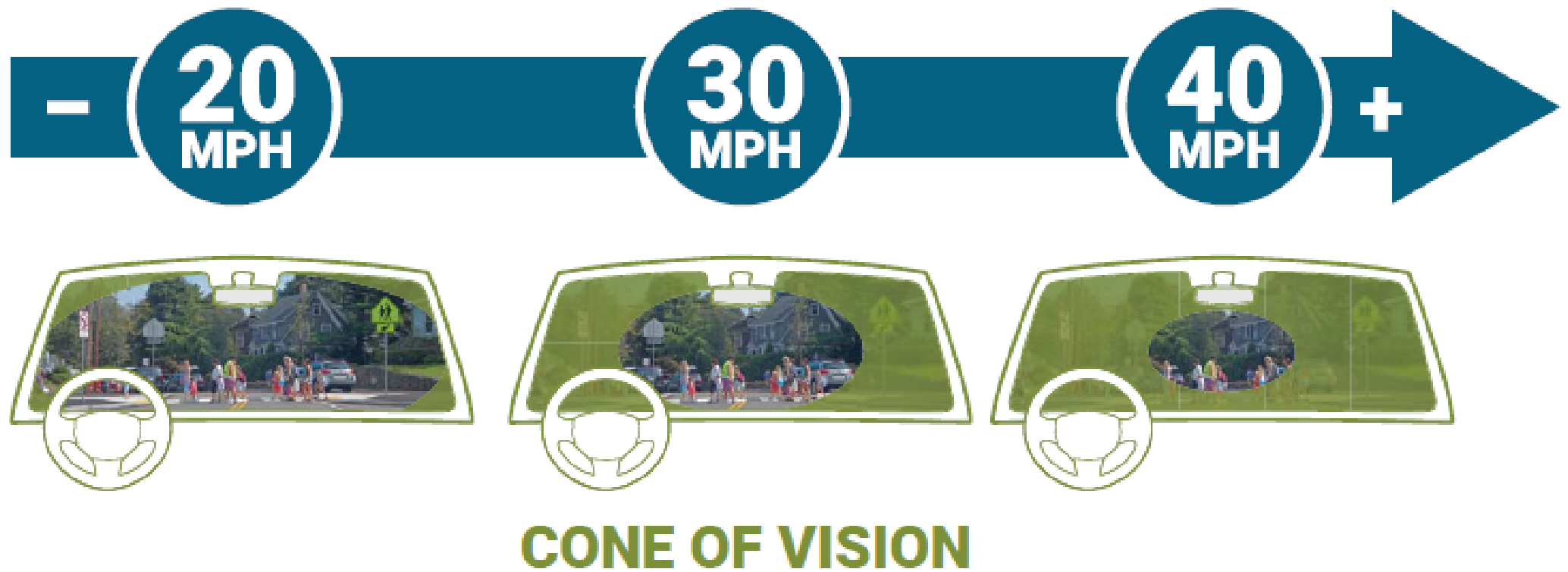
MANAGING SPEED

- Speeding kills more than 10,000/year
- On par with drunk driving
- Doesn't carry the same social consequences
- 30% of all fatal crashes nationwide
- Societal cost = \$40 Billion annually
- National problem, effective solutions must be applied locally

SPEED TAKES THE BACK SEAT



SPEED TAKES THE BACK SEAT



SPEED MATTERS MOST



FOR A SAFER NYC
SPEED LIMIT 25
VISION ZERO



Vision Zero Network
@Visionzeronet

Following

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



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


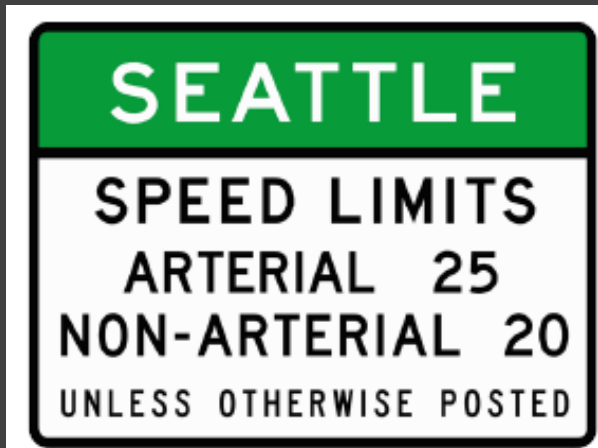
- 18% in crashes

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 a rectangular sign 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% 47%
LIKELIHOOD OF SEVERE OR FATAL INJURY by decreasing speed to 25 mph

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



SPEED MANAGEMENT ACTION PLAN - Study Scope

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



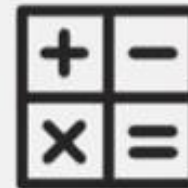
STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

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.

Task 1 - STAKEHOLDER ENGAGEMENT

Partners & Stakeholders

- Hillsborough County MPO
- Hillsborough County
- Hillsborough County School District
- City of Tampa
- City of Temple Terrace
- Plant City
- Law Enforcement
- FDOT
- HART
- THEA
- Florida Health Department

Engagement Rules

- Be engaged
- Be respectful of others
- Be creative, innovative
- Be positive
- Be a problem solver
- Be a motivator for change
- Be a Safety Warrior!

... people are dying and we can make a difference!

TASK 2 - SPEED MANAGEMENT PRACTICES

- Existing Speed Management Practices
- Industry Best Practices
 - Statewide & National



Education



Engineering



Enforcement



Equity



Evaluation

TASK 3 - CORRIDOR PRIORITIZATION

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

**PROTECT
#EVERYSCHOOL
WITH SPEED SAFETY
CAMERAS**



Education



Engineering



Enforcement



Equity

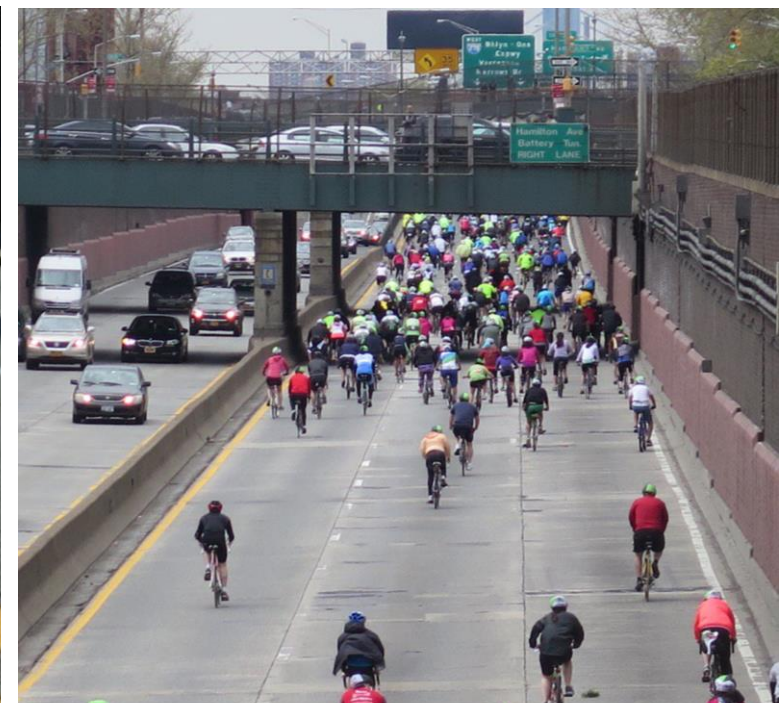


Evaluation



TASK 4 - CORRIDOR COMMUNITY ENGAGEMENT

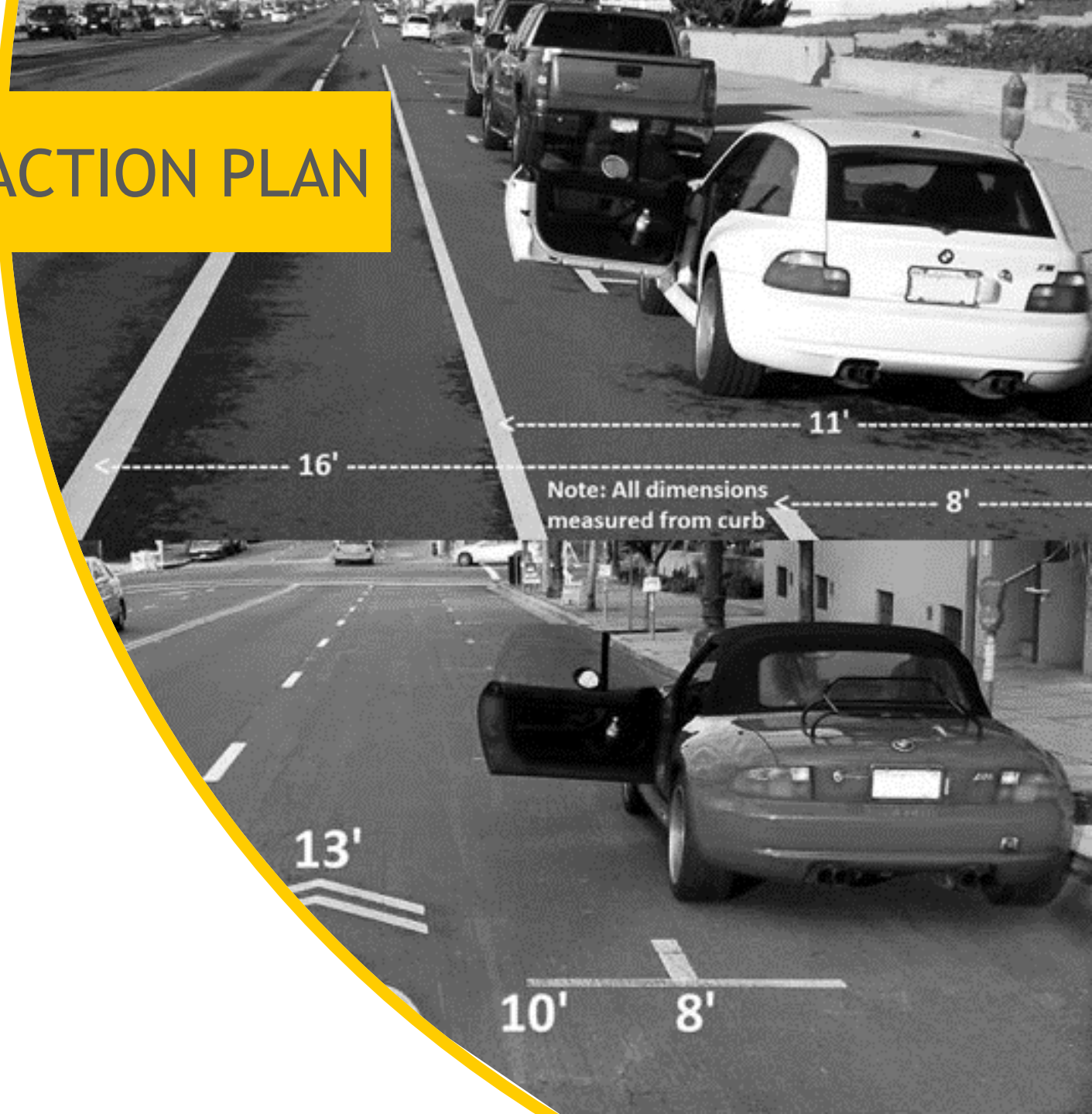
- Community Event
- Select corridor
- Evaluate corridor needs - Baseline
- Identify and Install treatments & strategies

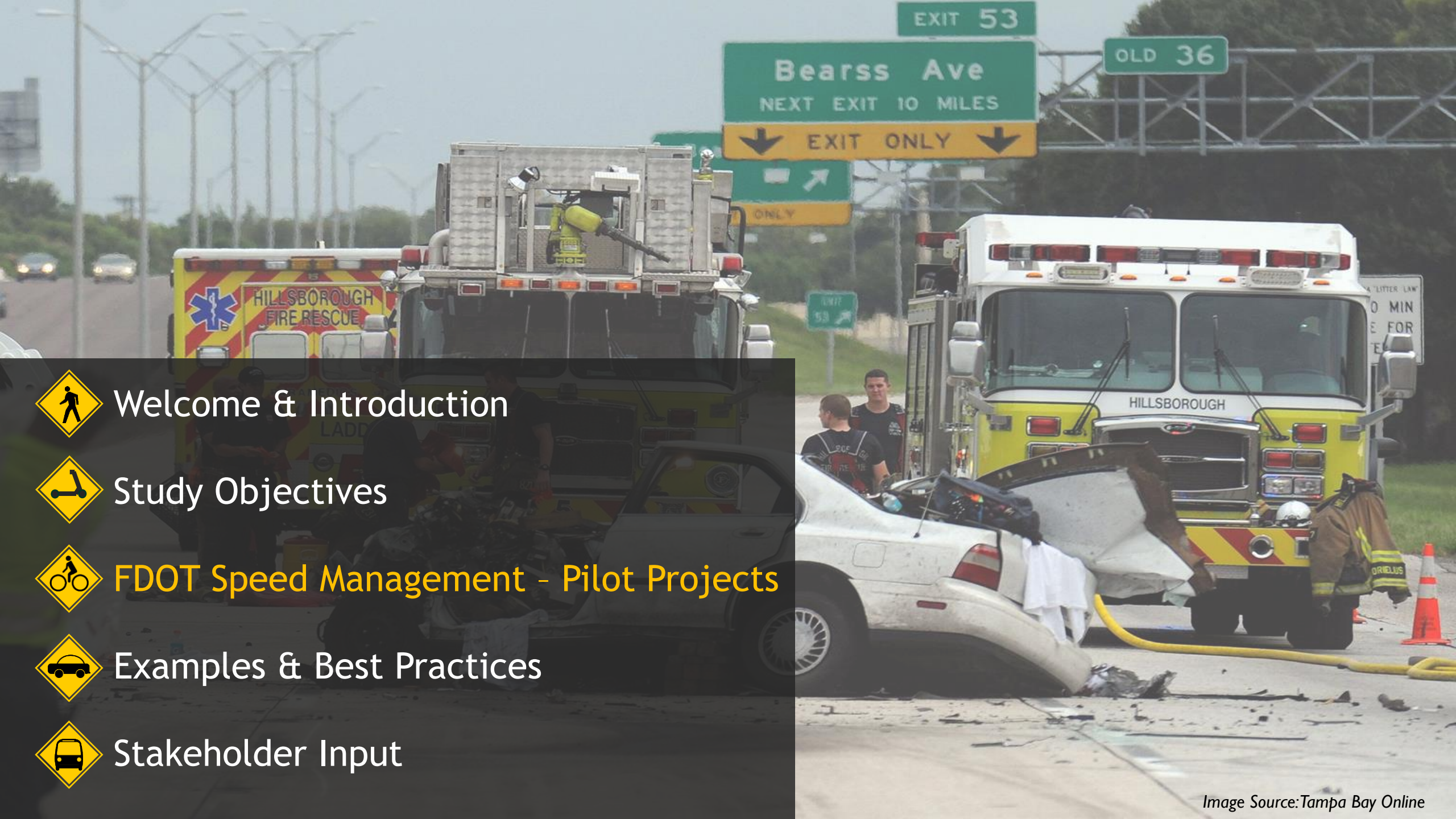


Task 5 - SPEED MANAGEMENT ACTION PLAN

Establish Enhanced Speed Management Practices

- In Conjunction with the Working Group
- Select Existing Speed Management Practices to Retain
- Select Statewide and National Best Practices to Adopt
- Generate Enhance Speed Management Practices





Welcome & Introduction



Study Objectives



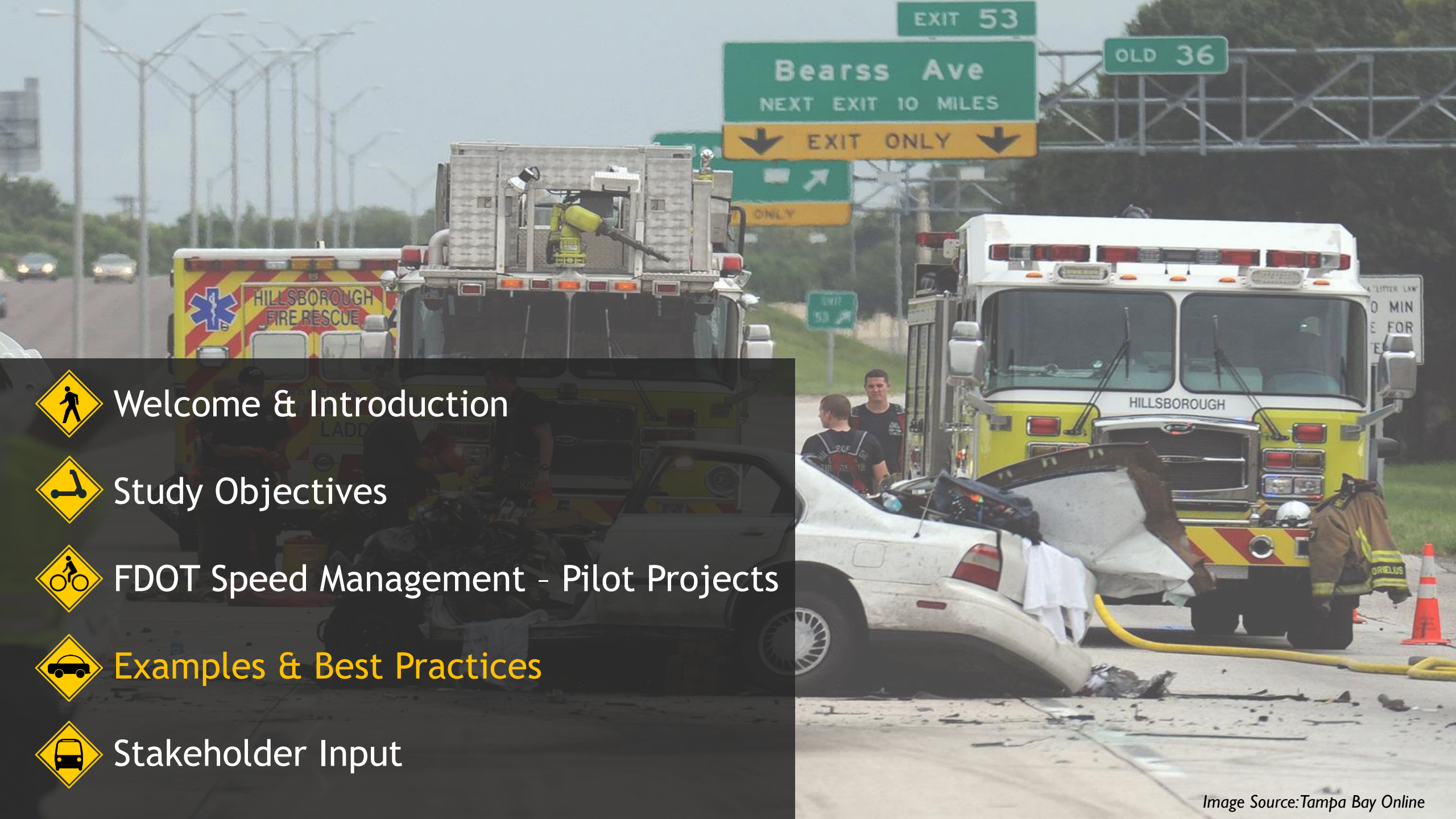
FDOT Speed Management - Pilot Projects



Examples & Best Practices



Stakeholder Input



Welcome & Introduction



Study Objectives



FDOT Speed Management - Pilot Projects



Examples & Best Practices



Stakeholder Input

WHAT IS SPEED MANAGEMENT?

SPEED MANAGEMENT PLAN ATTRIBUTES:

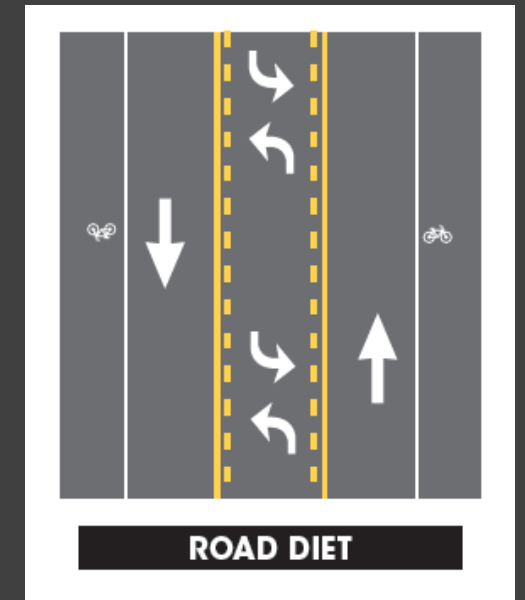
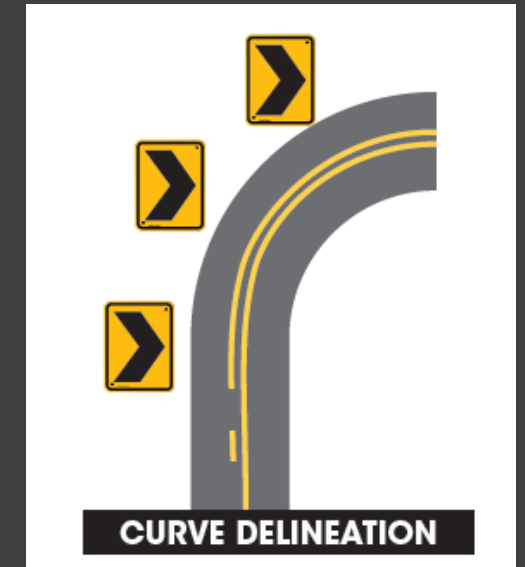
- Data-driven - crash, roadway, user, landuse data
- Applying road design, traffic operations, & safety measures
- Setting “appropriate/rational/desirable/safe” speed limits
- Institutionalize good practices
- Supportive enforcement efforts
- Effective outreach & public engagement
- Cooperation by traffic safety stakeholders



WHAT IS SPEED MANAGEMENT?

Design - Speed Management Countermeasures

- Road Diet
- Speed Humps / Tables
- Roundabouts
- Raised / Refuge islands
- On-Street Parking
- Street Trees
- Narrow Lane widths
- Horizontal/Vertical Curvature
- Short Blocks/ Midblock Crossings
- Pavement markings and Signs
- Leading Pedestrian Intervals
- No Right On Red



US METHOD OF SETTING SPEED LIMITS

Base speed predicated on:

- 85th percentile speed
 - ✓ Based on collective judgement of majority of drivers
 - ✓ Posted limits usually set about 5mph lower
 - ✓ Method not supported by evidence
- USLIMITS2
 - ✓ Considers road, traffic, crash data, access, density, ped/bike activity
 - ✓ Median or 50th percentile speed used to set speed limits
- Safe Systems Approach = TARGET SPEED



85th PERCENTILE SPEED SETTING

2017 National Traffic Safety Board Study

...leads to unintended consequences of higher operating speeds

and

...an undesirable cycle of speed escalation and reduced safety!



WHAT IS SPEED MANAGEMENT?

Intelligent Transportation Systems

- Driver feedback signs
- Install signals to maintain an orderly progression
- Time signals for target speed
- Rest in Red signals
- Excessive speeds trigger red signal indication
- Variable speed limits



WHAT IS SPEED MANAGEMENT?

SUPPORTIVE ENFORCEMENT TECHNIQUES

- Automated Speed Enforcement
- Automated Red Light Cameras
- Targeted enforcement on high crash corridors
- Higher fines on high crash corridors
- Radar and Laser Speed Monitoring
- Aerial enforcement





Welcome & Introduction



Study Objectives



FDOT Speed Management - Pilot Projects



Examples & Best Practices



Stakeholder Input

What do we focus on?

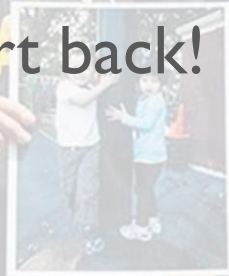
Share with your table potential metrics for prioritization of the corridors...

- What should be considered?
 - Pedestrian Crash Areas?
 - Proximity to schools?
 - Neighborhood demographics? Equity?
 - Severity of crashes?
 - Ease of implementation (low, medium, high cost?)
- Each table report back!

Other speed management techniques?

Share with your table other ideas...

- What is your agency doing?
- What else should be considered?
- Each table report back!



**SPEED
CAMERAS
SAVE
LIVES**

NEXT STEPS

- Initiate and Complete Task 2 and 3
- Schedule Working Group Meeting #2
 - Community Engagement Event
 - Pop-up Event



Education



Engineering



Enforcement



Equity



Evaluation



THANK YOU!

GPI