



SAFESTREETS NOW

VISIONZERO

HILLSBOROUGH

PROGRESS REPORT 2018-2020

JULY 2020

LETTER FROM **MPO EXECUTIVE DIRECTOR**
BETH ALDEN

In 2016, the MPO embarked on a journey to set a path for reaching zero traffic deaths on roads in Hillsborough County. After a tragic year in which a record number of pedestrians were killed while walking on our roads, the MPO Board committed to developing a Vision Zero Action Plan, the first MPO-led Vision Zero plan in the country.

The MPO initiated this effort to bring together our local agency partners and create a starting point for this very important topic. Our work is built on partnerships, and we saw this as an opportunity to strengthen and build new relationships. With our partners from the Cities of Tampa, Temple Terrace, Plant City, Hillsborough County, FDOT, the Hillsborough County Sheriff's Department, and the Hillsborough County School Board we developed a plan of action to bring an enhanced focus on roadway safety and begin to change the culture on roadway safety.

We are now over two years past the adoption of the Vision Zero Hillsborough Action Plan and it's time we take a look back to see where we've been, what we've accomplished, and determine what's next. Since the adoption of Vision Zero Hillsborough, the Vision Zero movement has spread across the country. As more and more communities adopt a Vision Zero approach, we're learning more strategies and countermeasures to reduce severe injury and fatal crashes. There are many low-cost strategies that can be implemented to save lives - whether through paint, traffic operations, or other innovative approaches. Communities are getting creative, and we're paying attention.

The MPO remains committed to continuing the path set forth in the Action Plan and serving as a resource to our partner agencies. We will continue to pay special attention to our most vulnerable citizens, including those who rely on walking, biking, and taking the bus to meet their daily needs. Our roads should be safe for everyone.

Speed management is another area of focus for the MPO. During the Action Plan development, we identified the Top 20 Severe Crash Corridors in Hillsborough County. Since then, we identified that of those 20, 17 have speed limits higher than the Institute of Transportation Engineers (ITE) Guidelines recommend. We also found that a majority of the severe crashes occur during off-peak hours, when the lanes are wide open for speeding. We are developing a Speed Management Action Plan to provide recommendations on how to calm speeds and design roads that foster safer travel environments.

In our role as the MPO, we will continue to strengthen and build partnerships with our agency partners and community members to bring about lasting change on our roads. We have set the ambitious goals of decreasing all crashes by 35 percent by 2045, following guidelines from the Federal Highway Administration (FHWA).

We recognize that our work has only just begun, and we remain committed to achieving our goal of zero roadway fatalities and life-altering injuries. We need your help. Get involved, practice safe operations behind the wheel, and influence others to do the same.

Beth Alden

CONTENTS

WHAT HAVE WE ACCOMPLISHED 4

WHAT HAVE WE LEARNED? 12

THE MPO'S CONTINUED COMMITMENT 16

MOVING FORWARD 18

WHAT CAN YOU DO? 19

APPENDIX ACTION PLAN PROGRESS 20



WHAT HAVE WE --- **ACCOMPLISHED**

Since the Vision Zero Action Plan was adopted by the MPO Board in December 2017, we have seen some major achievements and some setbacks. Overall, we have seen great progress in our county.

Our agency partners including the County, FDOT, the City of Tampa, City of Temple Terrace, and Plant City are systematically improving roadway safety by improving lighting, adding Leading Pedestrian Intervals, midblock crossings, filling sidewalk, crosswalk, and bicycle facility gaps, lowering speeds, and narrowing lanes.

The next page highlights some of these efforts from the last two years.

2018 & 2019

BY THE NUMBERS

4  WALKS OF SILENCE TO HONOR THOSE WHO LOST THEIR LIVES


7  PAINTED INTERSECTIONS

MORE THAN **50**  PEDESTRIAN CROSSING IMPROVEMENTS

MORE THAN **40**  COMMUNITY OUTREACH EVENTS AND PRESENTATIONS


OVER **100**  INTERSECTION LIGHTING IMPROVEMENTS

OVER **50**  LEADING PEDESTRIAN INTERVALS TO GIVE PEDESTRIANS MORE TIME TO CROSS AT TRAFFIC SIGNALS

OVER A **DOZEN**  COMPLETE STREETS PROJECTS

6 VISION ZERO QUARTERLY REPORTS


10 VISION ZERO COALITION & EXECUTIVE COMMITTEE MEETINGS


NEARLY **\$600K**  TOWARDS HIGH VISIBILITY ENFORCEMENT ON SEVERE CRASH CORRIDORS FROM FDOT

MORE THAN **140**  NEW CROSSING GUARDS HIRED

TWO  GULF COAST SAFE STREETS SUMMITS

OVER **700**  FACEBOOK FOLLOWERS

MAJOR ACHIEVEMENTS

Numerous projects occurred over the past two years that move the needle towards zero, as documented in the [Vision Zero Quarterly Reports](#). The following major achievements that occurred over the past two years represent a major culture shift in how we plan and build our roads in Hillsborough County. These achievements indicate that The Future Will Not Be Like the Past.



ALL FOR TRANSPORTATION SURTAX

Hillsborough County voters approved a one-cent sales tax on November 6, 2018 to help pay for a range of much-needed transportation improvements. Increasing safety for driving, walking, and biking was a key message of the campaign for the tax. The estimated \$280 million per year the tax will raise will go to improving transit, maintaining and improving streets, and enhancing the bike and pedestrian network. The charter amendment approved by voters also requires about 15 percent of the revenue be dedicated for safety improvements to existing streets, roads, and bridges. Expected improvements include more crosswalks, sidewalks, and bike lanes, which will help fill gaps in the network that currently put vulnerable users at risk. While the surtax is currently tied up in the Supreme Court (as of June 2020), the passing of the referendum shows widespread support for multimodal transportation projects, particularly those focused on safety.

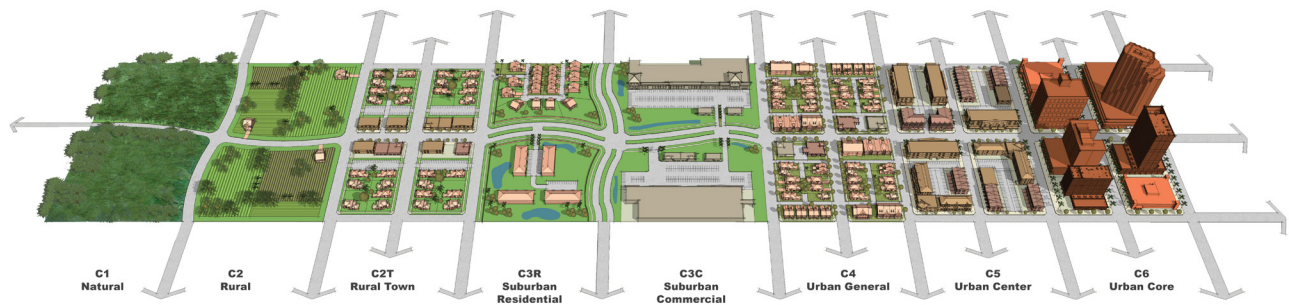


VISION ZERO TAMPA

On November 14, 2019 during the National Safe Routes to Schools Conference held in Tampa, Mayor Jane Castor held a press conference to announce the City's commitment to Vision Zero. The City is developing an Action Plan to eliminate fatalities and severe injuries on roads in Tampa. The City of Tampa is dedicated to achieving Vision Zero by working together collaboratively across all Departments and with other partners to enhance engineering, enforcement, and education efforts. Mayor Castor's Transportation Advisory Team provided the following recommendations to accelerate the implementation of Vision Zero as part of the Transforming Tampa's Tomorrow (T3) initiative: Develop a Citywide Vision Zero Action Plan, Implement Safety Projects on High Priority Corridors, Deploy Speed Management Strategies to Improve Safety Outcomes, Expand the City's network of Trails, Greenways and Safe Crosswalks to connect them, Use Tactical Urbanism and community-focused activities that activate public spaces and create more awareness of vision zero and safety themes, and continue proactive traffic enforcement efforts, focused on the most dangerous roads in Tampa.

FDOT CONTEXT CLASSIFICATION

The updated Florida Design Manual (FDM) was adopted in January 2018, replacing the Plans Preparation Manual. The FDM introduces Context Classification to determine design criteria depending on the surrounding land use context. FDOT D7 then completed a district-wide context classification and has begun using these new design standards on projects across Hillsborough County. The updated FDM was named by Smart Growth America as one of the best Complete Streets initiatives in the nation. Smart Growth America named FDOT's Complete Streets Policy one of the best in the country. Florida is one of the first states to incorporate context-sensitive classification into formal decision-making processes. FDOT District 7 is integrating the Context Classification work into its resurfacing program. When state roadways are up for resurfacing, the district identifies Complete Streets components that can be implemented corresponding to the surrounding land use context.



JACKSON STREET CYCLE TRACK

FDOT District 7 completed the first separated cycle track on the State Highway System as part of a resurfacing project. The project included removing a parking lane on the one-way road to dedicate towards a safe place for bicyclists. The route provides a critical east-west connection to other trails in downtown Tampa. The project also included upgraded pedestrian ramps, re-striping crosswalks, Rectangular Rapid Flashing Beacons (RRFBs), and a new signalized intersection. The project cost \$5.7 million and was completed in October of 2018.



HILLSBOROUGH COUNTY CORRIDOR PRESERVATION PLAN

Hillsborough County is in the process of completing a corridor preservation plan to ensure adequate transportation facilities are planned for future growth. As part of this, County staff proposed an amendment to the unincorporated County Comprehensive Plan for corridor preservation and context-based classification. The corridor classification system is based on FDOT's Context Classifications, which take into account the surrounding land use of a roadway. Their proposed context classification map includes all County roads, including County roads within the Cities of Tampa, Temple Terrace, and Plant City. The County will design all corridors based on the context of roadways in the Context-Based Classification Plan.

**Hillsborough MPO
2045 Goal
REDUCE TOTAL CRASHES**

by

35%

That's an annual crash reduction of 2.1%

MPO SAFETY PERFORMANCE TARGETS

The MPO Board approved safety targets for the 2045 Long Range Transportation Plan. This includes reducing total crashes and fatal and severe injury crashes by 35%, which is an annual crash reduction of 2.1%. This will be achieved by installing streetlights on 500 miles of unlit major roads, filling 1,400 miles of sidewalk gaps, and complete street treatments on 350 miles of high crash roads.

TEMPLE TERRACE CURB

The City of Temple Terrace Engineering staff have piloted an innovative way to address pedestrian safety with the introduction of the Temple Terrace Curb. The Temple Terrace Curb was awarded the American Public Works Association Innovation Award for 2019. The City has proposed a pilot solution to retrofit Miami Curbs, which are concrete gutters that channel the water into a storm drain/curb inlet but does not physically prohibit drivers from driving on the sidewalk. The proposed solution is a vertical curb (a header curb or an FDOT Type D curb) which a driver would bump into before driving up onto the sidewalk and hitting a pedestrian. It effectively is a standard curb and gutter (or FDOT Type F curb) but instead of replacing old technology, the City is augmenting what's already in the ground to retrofit the Miami Curb with the Temple Terrace Curb to mimic the F-Curb for a significant cost savings of 40%.

New 6-foot Sidewalk

Temple Terrace Curb (retrofit)

Existing Miami Curb

MIAMI CURB

9" height, 1/4" slope, R=3/4" typ., 12" sub-base, VARIES 10" - 12"

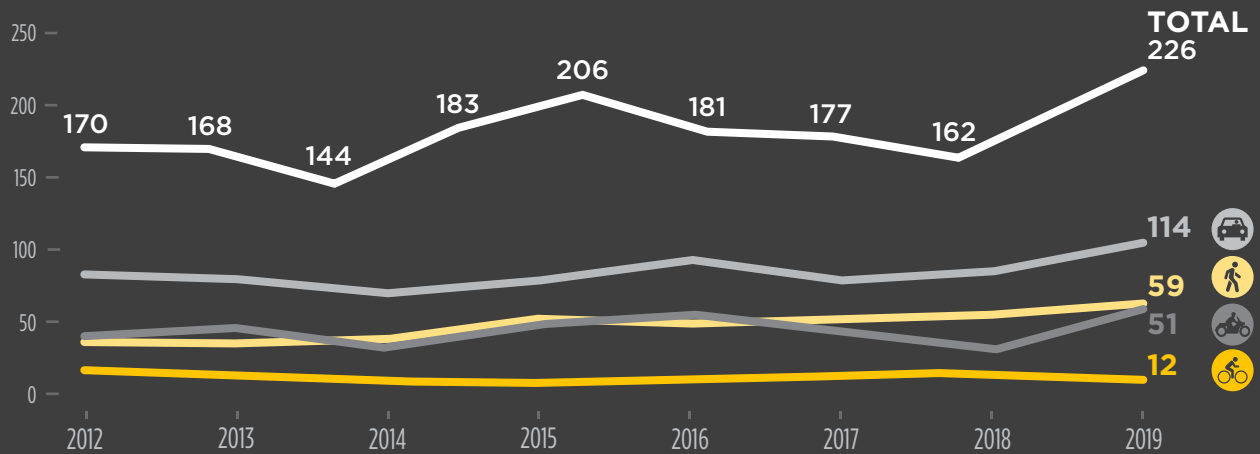
HEADER CURB

18" height, 4" top width, R=3/4" typ., 12" sub-base, VARIES 10" - 12"



2018-2019 CRASH TRENDS

TRAFFIC DEATHS TREND



**HILLSBOROUGH COUNTY TRAFFIC DEATHS
2012-2019**
Source: Signal Four Analytics

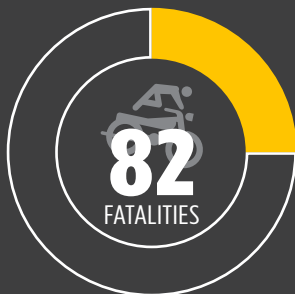
While great strides have been made, we recognize there is much more to be done. During this two-year period from 2018 to 2019, too many people were killed or severely injured on our roads.

While there was a decrease in fatalities from 2016 to 2018, 2019 saw a sharp increase in overall fatalities with 226 people killed on our roads. This is a 23 percent increase in total fatalities compared to the average of 174 fatalities per year from 2012 to 2018.

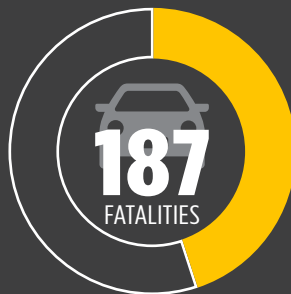
2018-2019 COUNTYWIDE CRASH SUMMARY



DISTRIBUTION OF FATAL CRASHES



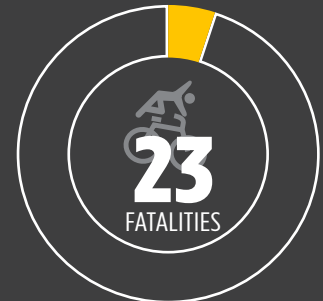
20%
OF TOTAL FATALITIES INVOLVE A MOTORCYCLIST



46%
OF TOTAL FATALITIES INVOLVE A DRIVER



28%
OF TOTAL FATALITIES INVOLVE A PEDESTRIAN



6%
OF TOTAL FATALITIES INVOLVE A BICYCLIST



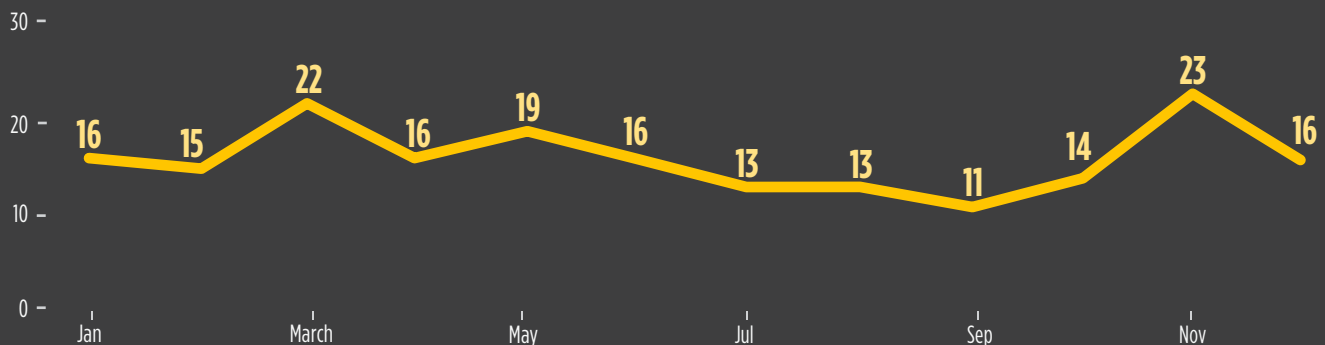
54
TOTAL IMPAIRED DRIVING CRASHES
(ALCOHOL & DRUGS)

RESULTED IN
38
FATALITIES

40
INJURIES

HILLSBOROUGH COUNTY 2018-2019 AVERAGE MONTHLY CRASHES

Source: Florida Highway Safety & Motor Vehicles

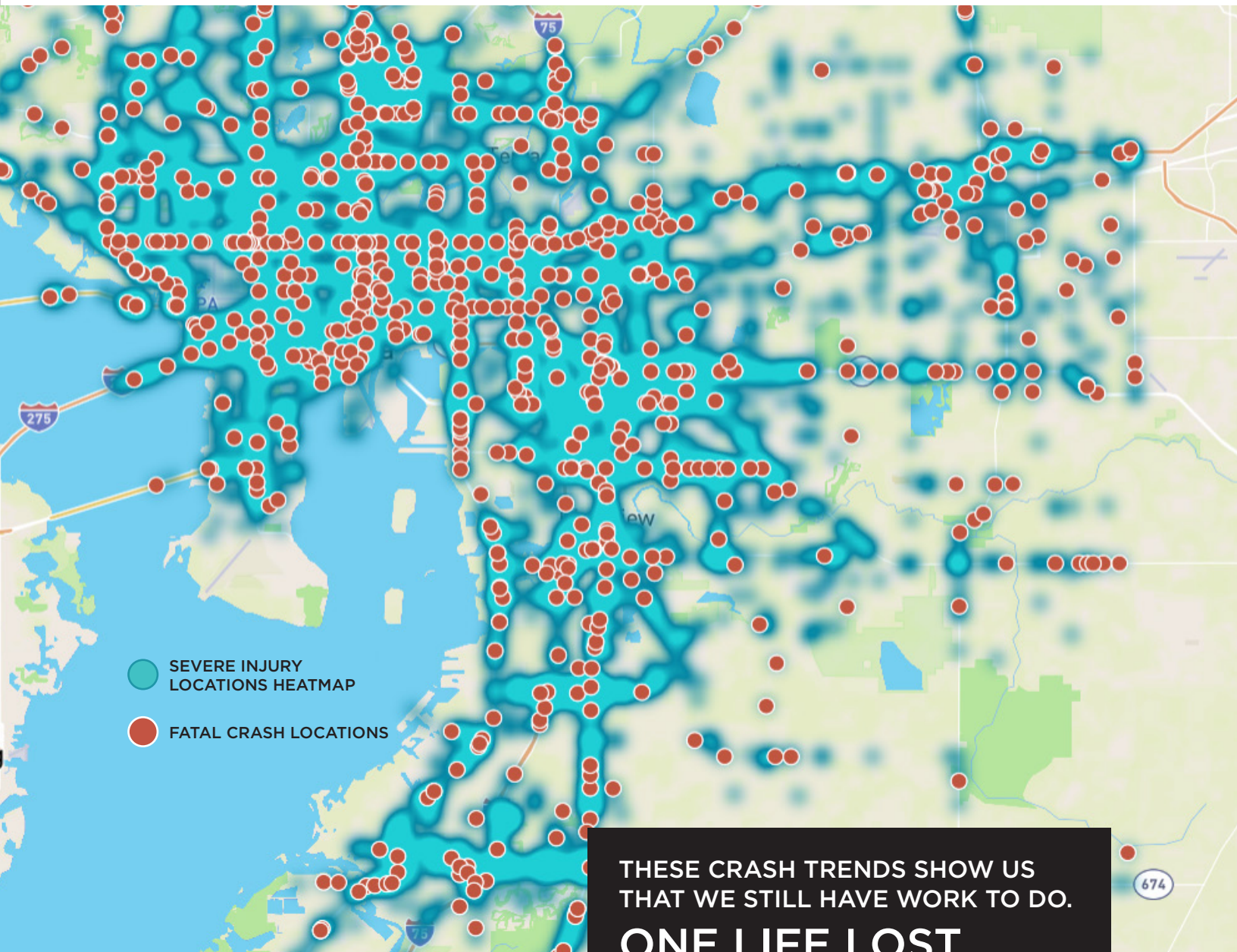


2020 CRASH UPDATE

Preliminary data from the Florida Department of Highway Safety and Motor Vehicles show that from January 1, 2020 through May 28, 2020 there have been 72 fatalities on roads in Hillsborough County. Six of these were bicycle fatalities and 21 were pedestrian fatalities. Overall, these vulnerable users represent 38 percent of fatalities on our roads so far in 2020.¹ We must do more to protect our vulnerable road users.

An update of the crash data shows the areas where fatal and severe injury crashes are clustered. The major crash cluster areas and corridors remain largely the same as the Top 20 Vision Zero corridors. The highest concentrations of severe and fatal crashes are still clustered around central Tampa and major corridors including Hillsborough Avenue, MLK Avenue, Dale Mabry Avenue, and elsewhere.

HILLSBOROUGH COUNTY - FATAL + SEVERE INJURY CRASH LOCATIONS (2014-2018)



THESE CRASH TRENDS SHOW US THAT WE STILL HAVE WORK TO DO.
ONE LIFE LOST IS ONE TOO MANY

¹ <https://www.flhsmv.gov/traffic-crash-reports/crash-dashboard/?ext-ref-apa-fl-enevs-feb>

WHAT HAVE WE LEARNED?

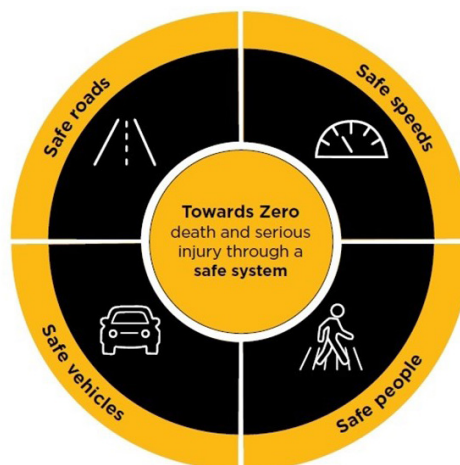
It can be difficult to fully understand specific causes of crashes or measures that will be effective across a system. Crashes may be caused by multiple factors, and interactions between these factors may differ because of road and vehicle characteristics, population demographics, economic conditions, and driver behavior. For these reasons, comparing strategies from one location to the next is challenging; however, based on worldwide data, overall trends continue to emerge about crash causes and effective countermeasures. The following factors increase the risk for fatal and severe injuries. People walking and riding bicycles are at a much higher risk for not surviving a crash.



The solutions that have been proven to countermeasures, solutions, and actions that are proven to be successful to mitigate these risk factors and save lives are highlighted below. The focus should continue to be on a Safe Systems approach - all elements of the system must be strengthened (design, enforcement, and education/messaging) to reinforce their effects. The following graphic demonstrates the Safe System approach.

Safe system

- ▶ Human-centric
- ▶ Shared responsibility
- ▶ Safety redundancies
- ▶ Speed must be addressed



Source: Insurance Institute for Highway Safety

SPEED MANAGEMENT

The relationship between speed and safety is well-documented, and speed management should be a priority to improve road safety. The most effective tool is to use engineering to slow down vehicles and support the effort with education, public messaging, and strategic traffic enforcement. Design speeds, existing speed limits, and speed data should be examined to find opportunities to more effectively lower posted speeds and reduce speeding-related traffic deaths.

Roads should be designed in ways that reduce operating speeds and implement more traffic calming measures to slow speeds where pedestrians and bicyclists mix with cars. A component of this is to design “self-explaining streets.” Streets should be easily recognizable, meaning that streets with similar functions, mixes of users, and speed characteristics should also look and feel similar. In order to make safer and more comfortable streets for pedestrians and bicyclists of all ages and abilities, suburban commercial major roadways need to be designed fundamentally differently than urban mixed-use major roadways or narrow residential local streets. Context matters when it comes to designing safer streets.

Other effective countermeasures include:

- Real-time warning to drivers of slowed traffic ahead (interstates).
- Use of speed feedback signs (urban roads).
- Narrowed roadways and/or traffic calming (residential roads).
- Road diets with typical features, such as curb extensions.
- Automated speed enforcement cameras – the use of speed enforcement cameras in NYC around schools has led to dramatic decreases in crashes – as much as a 10 percent decline.¹

LOW COST SAFETY IMPROVEMENTS

Creating a safer travel environment for all users does not always require a high-cost capital project. Cities across the country and here locally are getting creative with what can be done without making a major capital investment. This includes treatments such as narrowing travel lanes, creating chicanes, and creating bulb outs at intersections. It also includes strategies such as timing signals to slow vehicles to create vehicle “platoons” and adding new traffic signals.

¹ <https://nyc.streetsblog.org/2019/10/16/speed-cameras-work-part-ii-drivers-causing-fewer-collisions-as-program-expands-data-shows/>

ROUNDBABOUTS

More and more jurisdictions are recognizing that roundabouts improve intersection safety by reducing both speeds and the number of conflict points. Studies by the Insurance Institute for Highway Safety and Federal Highway Administration have shown that roundabouts typically achieve:

- A 37 percent reduction in overall collisions
- A 75 percent reduction in injury collisions
- A 90 percent reduction in fatality collisions
- A 40 percent reduction in pedestrian collisions

IMPROVED VISIBILITY

It has been proven that visibility modifications such as upgraded signing, pavement markings, roadway lighting, and delineation can help save lives. The FHWA Crash Modification Factors (CMF) Clearinghouse indicates that some national studies show the following:

- Installing a combination of chevron signs, curve warning signs, and flashing beacons on horizontal curves can result in a 40% reduction in crashes.
- Installing a combination of edge lines, center lines, and flexible guideposts can result in a 45% reduction in injury crashes.
- Installing illumination can result in a 30% reduction in injury crashes.

BETTER INTEGRATION OF EDUCATION AND MESSAGING

Education and messaging should be integrated early and often with engineering changes to truly produce a holistic plan to improve road users' health and safety. Driver behavior is a key factor in a majority of fatal and serious injury crashes and affecting driver decisions is vitally important, whether it is by changing behaviors through education, enforcement and penalties, or minimizing their effects through engineering. Communities are focusing on prevention of driver behaviors that contribute to fatal and severe crashes with an emphasis on speeding, red-light running, distracted driving, and impaired driving.

PROTECT THE MOST VULNERABLE ROADWAY USERS

Continuing to expand measures to separate or buffer pedestrians and bicyclists from motor vehicle traffic is an effective way to reduce fatalities and severe injuries for vulnerable users. Examples include the following:

- Install leading pedestrian intervals at signals to give people walking a head start on drivers so that walkers can be clearly visible by the time cars start moving.
- Improve sidewalks and multimodal pathway connections and improve the first and last mile for transit riders to increase safety.
- Provide more opportunities to safely cross streets; long blocks with limited crossing opportunities remain significant barriers to people on foot and bicycles and often lead to risky crossings amid traffic.
- Provide refuge islands for physical protection for those who need more time to cross wide intersections in one light cycle.
- Physically separated bicycle lanes, especially on high-speed roads.
- Use bike boxes at intersections to allow bikes to get physically ahead of cars so they are highly visible.

ADVOCATE FOR STRONGER TRAFFIC SAFETY LAWS

There is continued focus on strengthening laws on driver's education and licensing requirements, impaired driving, speeding and aggressive driving, red light running, and legal protections for vulnerable road users.

SAFER VEHICLES

Advanced Driver Assistance Systems (ADAS) and other technologies continue to improve safety of vehicles both for occupants and other road users through the introduction of passive technologies to mitigate the consequences of a crash and in some cases to avoid the crash in the first place. Vehicle technologies can also be effective at reducing speeding. Intelligent speed adaptation (ISA) uses an onboard global positioning system or road sign-detecting camera to determine the speed limit; it then warns drivers when they exceed the speed limit, or prevents drivers from exceeding the speed limit by electronically limiting the speed of the vehicle. These technologies often are not standard features and require the purchase of option packages. Incentivizing the manufacture and purchase of passenger vehicles with advanced safety systems can improve road safety.

THE MPO'S CONTINUED COMMITMENT

THE HILLSBOROUGH MPO REMAINS COMMITTED TO CONTINUING THE WORK BEGUN UNDER THE VISION ZERO PROGRAM. WE WILL SUPPORT OUR PARTNER AGENCIES BY FOCUSING ON THE FOLLOWING AREAS:

PRIORITIZING SAFETY

The MPO adopted safety targets to reduce crashes by 35 percent by 2045. This is a 2 percent reduction year-over-year. The priorities outlined in the Transportation Improvement Program reinforce this commitment to safety improvements. Many of the priority projects requested by local agencies focus on safety enhancements.

SPEED MANAGEMENT

We remain focused on speed management and ways to slow down vehicle speeds. The Hillsborough MPO has been leading a Speed Management Study to identify strategies for lowering speeds on high crash corridors. Looking at crash data from Jan 2014 to Dec 2018, more than 30 corridors were added to the High Injury Network. Next steps for the project include conducting more in-depth studies of the corridors to identify specific speed management strategies to reduce the severity of crashes on these roads.

REINFORCING COMMUNITY HEALTH AND EQUITY

The connection between the built environment and community health is understood to be a major influence on a person's health. Providing safe places to walk and bike, particularly for individuals with no other mobility options, is a major factor in creating a healthy place and population. In 2019, the MPO Board adopted a Health in All Policies (HiAP) resolution to guide transportation planning. HiAP is an approach to planning whereby decision makers consider how plans and policies will impact human health. Health in All Policies is a collaborative way to connect and integrate health considerations in policies or system practice.

The MPO has also been leading the Garden Steps program, which is an initiative to expand access to fresh, health food in Tampa's food desert neighborhoods through education, community agriculture, and safe walk/bike connections.



The Garden Steps program aims to create safe connections to healthy foods for food desert communities.

ENGAGEMENT WITH COMMUNITY AND PARTNER AGENCIES

The MPO will continue to work with our partner agencies and the community to move the Vision Zero effort forward. We will keep the topic of Vision Zero at the forefront of local leaders and decision makers minds through our transportation planning initiatives and by hosting events on the topic. The MPO is planning to host a Vision Zero Leadership Summit in the fall of 2020, which will bring together local leaders to discuss ways to continue the momentum of this effort, particularly what else can be done with our enforcement partners. The details for this event are in the works.

We will also continue to engage with the community by hosting Walks of Silence, participating in parades and community events, sign-waving events, and other related community-oriented opportunities. Our social media presence to inform and engage with the community will also be continued.

MOVING FORWARD

The COVID-19 pandemic has had a significant impact on transportation. Where car, bus, and train journeys have decreased, bicycling and walking trips have increased to fill the gap. Bicycle sales have skyrocketed, increasing 66 percent nationally in March 2020 compared to March 2019, and bicycle shops all over the country are selling out, creating severe shortages in the bicycle supply chain.¹ Citi Bike saw a 67% increase in demand in early March compared with the same period last year.² Chicago and Philadelphia saw ridership in their bikeshare programs nearly double during March. One of Philadelphia's major bike trails experienced a 470% increase in traffic. The Pinellas Trail saw almost 270,000 users during the month of May, more than double the count in May 2019.³ Philadelphia and Chicago have joined other major cities with historically high levels of traffic congestion like Seattle, London, and San Francisco to make the bold choice to both temporarily and permanently close miles of roadways to allow more space for people walking, biking, and even dining.

With many people working from home or out of work due to COVID-19, far fewer motorists were on the road during March and April 2020. March 2020, which typically sees an uptick in crashes due to spring break visitors, saw a 25 percent decrease in crashes compared to March 2019. April 2020 saw an even bigger cut, with 50 percent fewer crashes.⁴

At the same time, reckless driving and speeding have also increased as some drivers take advantage of open lanes and reduced traffic. Speeds increased by at least 7 percent in Tampa in early April, and the rate of red-light runners increased by two-thirds compared to the same period in 2019. While crashes overall have decreased, the severity of crashes has increased.⁵ The National Safety Council shows the fatality rates per miles driven increased by 14% nationally in March compared to last year.

The question of what will happen when travel resumes and more and more people return to work and resume their regular activities is difficult to answer. Some are concerned that people may shift from public transit back to private automobiles because of lingering fears of the virus. This could create new levels of roadway congestion. There are also concerns about the future of public transit if there is a sustained decline in ridership and what that means for those who depend on it. However, following the 2008-2009 economic recession, HART experienced an increase in ridership.

From a Vision Zero and equity perspective, a continued focus on walking and cycling infrastructure is one way to help fill the gap. Janette Sadik-Khan, a former transportation commissioner for New York City and principal with Bloomberg Associates, states the following, "The pandemic challenges us, but it also offers a once-in-a-lifetime chance to change course and repair the damage from a century of car-focused streets," she says.

"Cities that seize this moment to reallocate space on their streets to make it easier for people to walk, bike and take public transport will prosper after this pandemic and not simply recover from it."



Twiggs Street and Franklin Street in downtown Tampa were closed to traffic during the COVID-19 pandemic to create space for pedestrians and restaurant diners.

- 1 <https://www.nytimes.com/2020/05/18/nyregion/bike-shortage-coronavirus.html>
- 2 World Resource Institute, April 17 2020. *Biking Provides a Critical Lifeline During the Coronavirus Crisis*
- 3 Forward Pinellas, May 2020
- 4 <https://www.tampabay.com/news/health/2020/05/30/crashes-are-down-more-than-50-percent-across-tampa-bay-and-florida/>
- 5 <https://www.tampabay.com/news/health/2020/05/30/crashes-are-down-more-than-50-percent-across-tampa-bay-and-florida/>

WHAT --- **CAN YOU DO?**

To continue to advance the principals of Vision Zero, there needs to be continued leadership, political commitment, data driven decision-making, sustainable funding sources, and a cultural shift

within organizations and by individuals to prioritize safety. We all have a shared responsibility to make our roadways safer and there is always more work to be done.

YOU CAN HELP SAVE A LIFE BY:

Identifying opportunities for inexpensive, quick tactical improvements to streets such as paint and planters to slow traffic without having to go through a multi-year capital reconstruction program. Contact the MPO with your ideas.

Advocating for equity in project prioritization and investments. Nationally, the data tells us a disproportionate number of children, senior citizens, people of color, and low-income community members are impacted by fatal and severe crashes.

Choosing to walk, bike, and ride public transit more. Less drivers on the roads means fewer crashes and fewer severe injuries and fatalities.

Changing your own behavior to become a better driver, bicyclist, and pedestrian and serve as a role model to others

- Slow down – speed kills
- Pay attention – put your phone away, don't drive drowsy, and don't drive under the influence of alcohol, drugs, and certain prescription medicines

Advocating for continued funding and investment in safer roads and increased bicycle and pedestrian infrastructure. A safer street is also a healthier street that fosters more physical activity through increased biking and walking.

Getting involved and becoming an advocate for safer streets. Participate in events, wave a sign, testify at a public hearing, vote for tougher traffic safety laws, and contact your state and local elected officials to advocate for policy changes on how roadway speeds and design features are set to prioritize safety over mobility.

TOGETHER WE CAN CONTINUE MAKING PROGRESS TOWARDS ZERO.

APPENDIX

ACTION PLAN PROGRESS

The original Vision Zero Action Plan included four goals with a combined 43 Action Strategies. A review of progress shows that much has been completed or begun, but some gaps remain. A review of the action strategies found that 17 are Complete/Ongoing, 19 are In Progress, and 7 are Not Started.

COMPLETED AND/
OR ONGOING



IN
PROGRESS



NOT
STARTED



PAINT SAVES LIVES

Complete streets, cycle tracks and other projects improve safety, but often require a large investment and a long time to accomplish. To start saving lives in the short term with limited public dollars calls for creativity. This track set out to improve safety incrementally by using data to pinpoint locations for low-cost actions that can be taken in one to two years.

GOAL 1

RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

ACTION STRATEGIES



Install intersection murals at high-crash intersections near schools, working with the schools to have students participate to learn about Vision Zero and be involved in an interactive project



Install crosswalk markings where they are missing or in poor condition



Install green bike lane markings and additional safety countermeasures along high-crash corridors in communities of concern



Hold a contest with high school students inviting them to design wraps for traffic control boxes

GOAL 2

IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

ACTION STRATEGIES



Integrate roadway safety improvements into resurfacing projects, such as bicycle lanes, buffered bicycle lanes, crosswalks on side streets of major roads, auditory vibrations treatments (rumble strips), and roadway pavement safety edges



Engage interested neighborhood organizations or civic groups to hold events around pop-up treatments for traffic calming



Add Leading Pedestrian Intervals (LPIs) to signalized intersections



Consistent with FDOT's Complete Streets policy, narrow vehicular travel lanes in high severe crash corridors and/or reduce the number of vehicular travel lanes if supported by traffic volumes










ONE MESSAGE, MANY VOICES

Vision Zero's success depends on communicating its core messages in ways that will resonate. This action track focused on identifying key audiences for the initiative, choosing the most effective mediums to reach them and tailoring Vision Zero's messages in compelling ways for each audience.

GOAL 1

INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIOR ON OUR ROADWAYS







ACTION STRATEGIES

-  Develop a broad-based marketing strategy to influence behavior and create support for Vision Zero
-  Create and sustain a Facebook page to broaden the reach of the Vision Zero message
-  Meet with community leaders to recruit their support
-  Hold a Tampa Bay Safe Streets Summit
-  Create an asset map of local traffic safety coalitions to share resources and consistent messaging
-  Create a Speakers Bureau with a calendar of speaking engagements
-  Incorporate Vision Zero into City of Tampa Neighborhood University curriculum
-  Provide governmental staff an orientation on Vision Zero to integrate it into the lexicon and institutional knowledge of all government departments and agencies
-  Incorporate Vision Zero into elementary, middle and high school curriculum
-  Develop a coordinated program to brand Vision Zero-consistent projects to heighten safety awareness

GOAL 2

ENGAGE WITH VICTIMS OF TRAFFIC VIOLENCE AND THEIR FAMILIES TO PROVIDE THEM A SUPPORT SYSTEM AND PLATFORM FOR THEIR VOICES TO BE HEARD

ACTION STRATEGIES

-  Create a Families for Safe Streets chapter
-  Attend Tampa General Hospital's Day of Remembrance for Trauma victims in May 2017
-  Hold a press conference on vision Zero with families of victims of traffic violence
-  Hold a march or walk in remembrance of those who have lost their lives due to traffic violence
-  Work with media and hospitals to identify methods for learning about the victims of crashes, their name, age, and who they were to personalize the stories and elevate the discussion of this issue locally
-  Create a website or Facebook page remembering victims of traffic violence






CONSISTENT & FAIR

Safe road behavior is everyone's responsibility, whether you walk, bike or drive. Preventing dangerous behaviors isn't solely the responsibility of law enforcement. This action track focused on ways to reduce dangerous behaviors by all road users. It also considered methods beyond policing to inhibit dangerous behaviors to include engineering and education.

GOAL 1

LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP






ACTION STRATEGIES

-  Support legislation that strengthens the consistent and fair enforcement of traffic laws
-  Engage law enforcement and the CTST in Vision Zero initiative
-  Develop and implement media plan to announce CTST Vision Zero initiative and publicize its periodic enforcement activities
-  Identify hazardous school crossings for the School Crossing Program
-  Expand the data-driven approach to support the Vision Zero efforts and address more topics in traffic law enforcement

GOAL 2

ESTABLISH A VISION ZERO "CONSISTENT AND FAIR" CORRIDOR PROGRAM

ACTION STRATEGIES

-  Employ a data-driven approach including analysis of historical crash data to identify locations to designate as Vision Zero severe crash corridors to focus efforts and resources on
-  Ensure that Vision Zero corridors are perceived as consistent and fair, and sensitive to concerns among minority communities regarding policing practices
-  Develop a signing strategy to be implemented on VZ corridors, including messages that traffic laws are strictly enforced
-  Announce designation of VZ corridors
-  Conduct targeted enforcement details on corridors

THE FUTURE WILL NOT BE LIKE THE PAST

Reaching zero road deaths means changing the culture that contributes to the problem. That includes changing the way professionals in the private and public sectors approach driving, biking and walking. This track focuses on ways to avoid perpetuating the problems in our built environment as new roads and developments are built.

GOAL 1

UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

ACTION STRATEGIES



Enhance requirements in local Land Development Codes (LDCs) related to safe and connected transportation facility design



Enhance requirements in transportation technical manuals related to safe and connected transportation facility design



Revisit and update Maintenance of Traffic Plan policies related to bicyclists and pedestrian mobility considerations



Provide professional training opportunities for safe, context supportive and flexible roadway design



Develop context classifications and target speeds within identified VZ corridors, consistent with FDOT complete street guidelines

GOAL 2

CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

ACTION STRATEGIES



Install new LED lighting or retrofit existing lighting in corridors with high crash occurrences under dark or unlit conditions



Improve safe access to high activity bus stops with high numbers of severe crashes involved people walking and biking



Construct new bicycle facilities in locations with high bicycle crash fatalities and no bicycle facilities and high pedestrian crash fatalities and no sidewalk or crosswalk facilities



Evaluate implementation of modern roundabouts at intersections with high crash occurrences

This page left intentionally blank.

