



SAFE STREETS NOW

VISIONZERO

HILLSBOROUGH

ACTION PLAN

DECEMBER 2017

SAFE STREETS NOW



ONE TRAFFIC DEATH IS TOO MANY



www.planhillsborough.org/vision-zero



www.facebook.com/VisionZeroHillsborough

Prepared for:

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The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

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Hillsborough MPO
Metropolitan Planning
for Transportation

#VISIONZERO813

VISION ZERO RESOLUTIONS

The Hillsborough MPO and its partners commit to the continued support of the Vision Zero effort to reduce fatalities and serious injuries on our roadways.

RESOLUTION NO. R15-_____

A RESOLUTION OF THE HILLSBOROUGH COUNTY BOARD OF COUNTY COMMISSIONERS EXPRESSING ITS SUPPORT OF PEDESTRIAN AND BICYCLE SAFETY EDUCATION MEASURES AND EFFORTS TO REDUCE PEDESTRIAN FATALITIES AND SERIOUS INJURIES IN HILLSBOROUGH COUNTY BY STUDYING THE VISION ZERO MODEL PROPOSED BY WALK BIKE TAMPA, THE CITY OF TAMPA, THE HILLSBOROUGH COUNTY SCHOOL DISTRICT, THE FLORIDA DEPARTMENT OF TRANSPORTATION AND THE METROPOLITAN PLANNING ORGANIZATION; PROVIDING AN EFFECTIVE DATE

RESOLUTION NO. 149-16

A RESOLUTION OF THE CITY OF TEMPLE TERRACE, FLORIDA, EXPRESSING ITS SUPPORT OF AN INITIATIVE CALLED VISION ZERO WHICH IS THE SWEDISH APPROACH TO REDUCING PEDESTRIAN FATALITIES AND SERIOUS INJURIES THROUGH PEDESTRIAN AND BICYCLE SAFETY EDUCATION MEASURES AND EFFORTS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the life and health of Temple Terrace's residents are our utmost priority; and

WHEREAS, Temple Terrace is concerned about the large number of traffic fatalities and recognizes that no one should die or be seriously injured while travelling on our roadways; and

RESOLUTION

WHEREAS, the health and safety of Hillsborough County students is the School Board's priority; and

WHEREAS, the School District of Hillsborough County strives to protect the safety of thousands of young students walking to school and to bus stops; and

WHEREAS, children face a disproportionate risk of traffic injuries and fatalities; and

WHEREAS, people walking and bicycling represent a disproportionate number of fatalities, and in 2014 nearly half of the people who died in crashes in Tampa were pedestrians; and

WHEREAS, Vision Zero is the concept that there is no acceptable number of traffic deaths and serious injuries on our streets; and

RESOLUTION NO. 2015- 961

A RESOLUTION SUPPORTING THE INITIATIVE CALLED VISION ZERO, WHICH IS THE SWEDISH APPROACH TO DEFINE ROAD SAFETY, SUMMARIZED IN ONE SENTENCE, "NO LOSS OF LIFE IS ACCEPTABLE"; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the life and health of Tampa's residents are our utmost priority; and

WHEREAS, the growth and vitality of the City of Tampa requires safe and reliable transportation systems; and

WHEREAS, the City of Tampa strives to protect the safety of thousands of citizens who live, work and play in the city, and to protect the safety of thousands of young students walking to school and senior citizens who use bus stops; and

WHEREAS, the elderly, people of color and people in low-income communities face a disproportionate risk of traffic injuries and fatalities; and

Date of Resolution
City of Tampa December 3, 2015
Hillsborough County School District
December 15, 2015
Hillsborough County January 6, 2016
Temple Terrace October 18, 2016
Plant City March 13, 2017

RESOLUTION NO. 40-2017

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PLANT CITY, FLORIDA EXPRESSING ITS SUPPORT OF PEDESTRIAN AND BICYCLE SAFETY EDUCATION MEASURES AND EFFORTS TO REDUCE PEDESTRIAN FATALITIES AND SERIOUS INJURIES IN HILLSBOROUGH COUNTY BY STUDYING THE VISION ZERO INITIATIVE.

WHEREAS, the life and health of Plant City's residents are our utmost priority; and

WHEREAS the City of Plant City aims to protect the safety of the thousands of citizens who live, work and play within our city limits; and

WHEREAS, Plant City recognizes that no one should die or be seriously injured while travelling on our roadways; and

WHEREAS, Vision Zero aims to achieve zero fatalities and zero serious injuries in the roadway and has successfully reduced fatalities and serious injuries in cities where it

TABLE OF CONTENTS

VISION ZERO RESOLUTIONS	5
THE DANGEROUS REALITY	8
EFFECTING CHANGE	10
VISION ZERO IN ACTION	12
VISION ZERO HILLSBOROUGH	16
DEFINING THE PROBLEM	20
VISION ZERO ACTION PLAN	36

THE DANGEROUS REALITY

We have a crisis
in Hillsborough
County.

Our streets are some of the deadliest in the country. Each day, Hillsborough County residents travel roads with the highest traffic fatality rate per capita among large counties in the United States.¹

From 2005 to 2015, nearly two thousand people died as a result of motor vehicle crashes on Hillsborough County roadways.² On average, 33 more people than the national average for counties with similar populations are killed on our roadways each year.

Biking or walking makes you especially vulnerable. The Tampa Bay area's pedestrian fatality rate is higher than almost any other metro area in the United States. On average, at least one person walking and one person biking are involved in a crash every day. A significant portion result in serious injury or death.

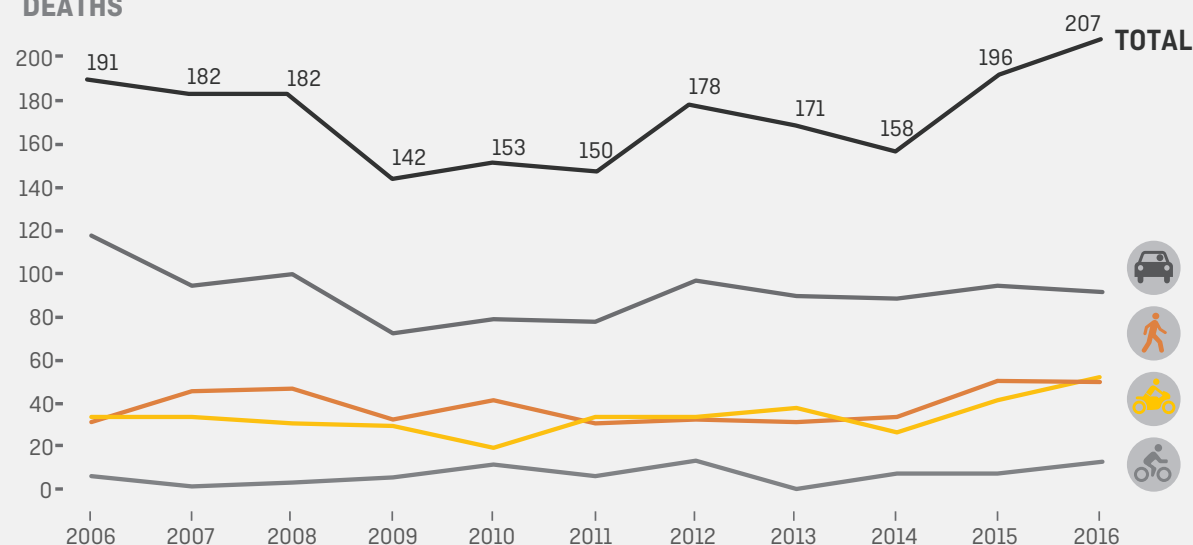
1 2015 FARS data and Census population estimates for 2015

2 Florida Department of Health <http://www.flhealthcharts.com/charts/default.aspx>

Hillsborough County has the highest traffic fatality rate per capita of all large counties in the country.

13%
**OF ALL INJURY
CRASHES**
in Hillsborough from
2012-2016 ended in
**SERIOUS INJURY
OR DEATH**

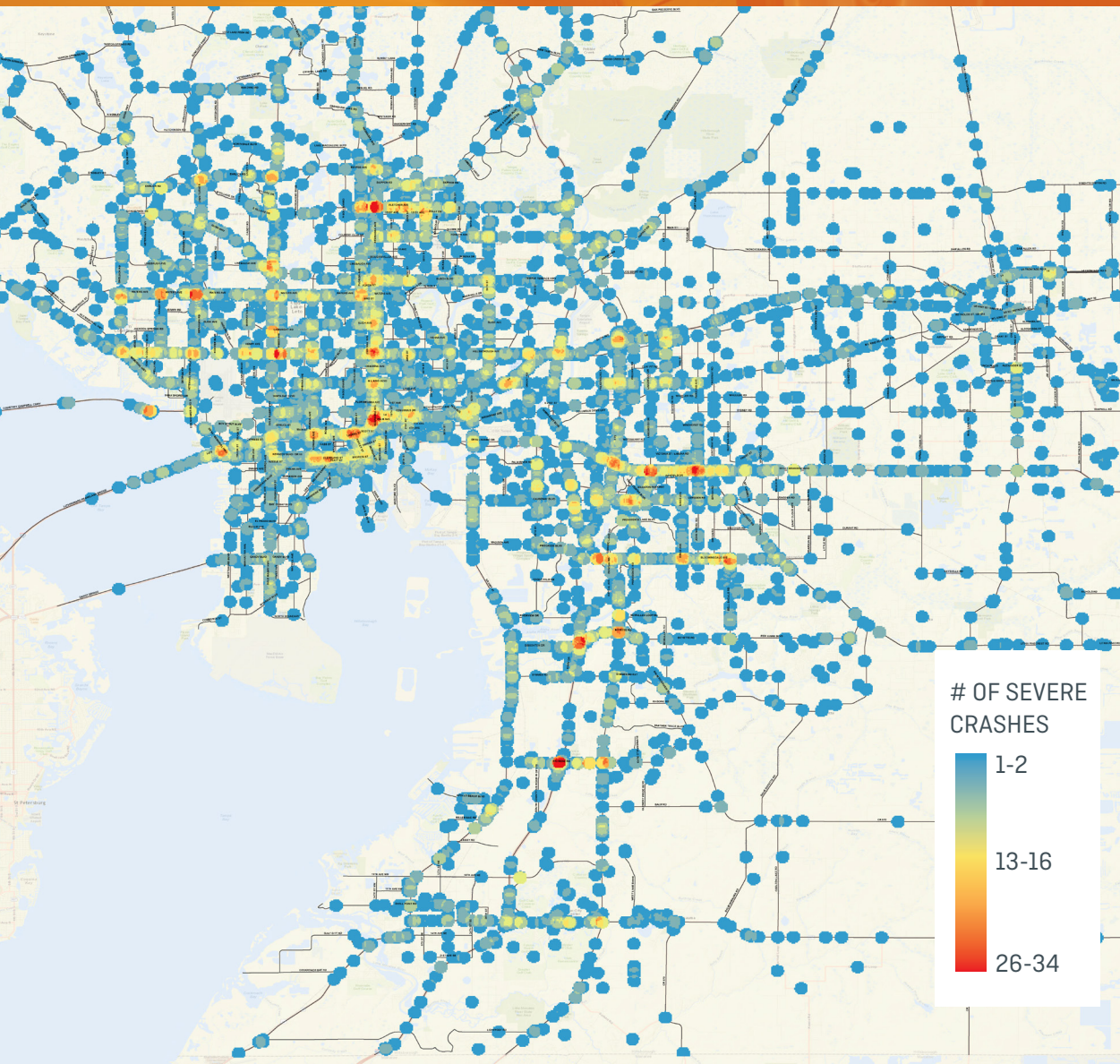
DEATHS



HILLSBOROUGH COUNTY TRAFFIC DEATHS 2006-2016

Source: Hillsborough County, Crash Data Management System.

FATAL AND INCAPACITATING INJURY CRASHES ALL MODES (2012-2016)



Source: Crash Data Management System, Florida Department of Transportation

The victims are children, parents and workers trying to make their way in an area consistently ranked as one of the most dangerous for walking in the U.S.³

The crisis has social and economic implications. Each death or injury results in untold pain and suffering for victims and their families. The Centers for Disease Control and Prevention estimates fatal crashes cost Floridians an annual \$32 million in medical costs and \$2.99 billion in work loss costs each year.⁴ The Florida Department of Transportation estimates that each cost to society for each fatal crash totals \$10.1 million.⁵

A simple fact compounds the toll of these deaths and injuries:

Each one is preventable.

3 "Dangerous by Design," Pg. 11. Smart Growth America. January 2017.

4 "Cost of Deaths from Motor Vehicle Crashes by State, Florida," Centers for Disease Control and Prevention. December 2015.

5 FDOT Roadway Design Bulletin. <http://www.fdot.gov/roadway/bulletin/rdb14-12.pdf>. June 4, 2014.

EFFECTING CHANGE

It's time to change.

The Hillsborough County MPO, in a partnership with a coalition of community and agency stakeholders, is joining Vision Zero, an international movement to end road deaths and serious injuries.

The movement began in Sweden in 1997, where traffic deaths have been cut in half nationally since its inception.¹

Vision Zero has been embraced worldwide, including the United States, where it's been adopted by New York City, Chicago, San Francisco, and other cities.

¹ Vision Zero Sweden. <http://www.visionzeroinitiative.com>

WHAT MAKES VISION ZERO DIFFERENT?

Vision Zero refuses to accept dangerous roads as the status quo. By committing ourselves to this initiative, we're taking a fundamentally different view of road safety based.

All traffic deaths and severe injuries are preventable, not inevitable. We can no longer accept a high rate of serious injuries and traffic deaths.

Even one is too many. Therefore, the initiative sets a goal of eliminating – not merely reducing – deaths and serious injuries for all road users.

Whether it's by changing how people behave on our roads or redesigning roads for safer

travel, we can reach the goal of eliminating deaths and severe injuries.

Vision Zero takes a data-driven approach to identify areas of concern and the top factors in severe crashes. By sifting through years of crash data, we can find ways of applying limited resources to our most dangerous corridors and intersections.

The initiative focuses on a range of elements that shape our transportation system:

Engineering | Education | Enforcement | Equity | Evaluation |

We no longer accept the high number of traffic fatalities on our roads as the status quo. Our roads can provide mobility and safety at the same time for all users.

5e's for safety

ENGINEERING

How can road design better account for human error, ensuring that crashes are less likely to cause death or serious injury?

EDUCATION

How can we better educate decision-makers, citizens, and visitors to encourage better road behavior, no matter the mode of travel?

ENFORCEMENT

How can we ensure fair and consistent enforcement of traffic laws?

EQUITY

How can we ensure that the roadway system is safe for everyone and all modes?

EVALUATION

How can we use data to better analyze and prioritize needed safety improvements to our transportation system?



VISION ZERO IN ACTION

Hillsborough County's alarming crash record has brought a heightened awareness to the causes of, and contributing factors to, unsafe streets, as well as to opportunities for safer streets.

Engineers, planners, law enforcement officials, and educators have launched programs and projects across the county to provide safe, comfortable travel conditions for residents and visitors. This Action Plan builds on the many state and local agency safety programs, projects and initiatives underway already. Vision Zero Hillsborough provides an umbrella under which these efforts can be organized, connected, and promoted.

STATE AND LOCAL SAFETY PROGRAMS

The FDOT, Hillsborough County and local municipalities have initiated new or enhanced programs to comprehensively address transportation safety. The FDOT is guided by the *Strategic Highway Safety Plan*, a data-driven safety plan for all road users. It outlines a comprehensive approach to reducing fatalities and serious injuries centered around engineering, enforcement, education, and emergency response, each with its own supporting initiatives.

Statewide Intersection Lighting Initiative | This program identifies and prioritizes the retrofit or installation of LED lighting at signalized intersections with high levels of severe crashes under dark conditions. The installation is coordinated with Hillsborough County, local municipalities, and Tampa Electric Company, which performs the installation. \$15 million has been programmed for a lighting retrofit of nearly 400 traffic signals over the next five years.

Paint the Intersection | Tampa's "Paint the Intersection" program aims to use eye-catching public art to improve traffic safety. Painting a mural on an intersection communicates to drivers the need to slow down and be aware of more vulnerable road users. Inspired by other cities where traffic-calming art has transformed intersections, Tampa created this program as a way for communities to install murals of their own. South Seminole Heights has been approved for a mural at N. River

Boulevard and W. Louisiana Avenue, and several other neighborhoods are pursuing approval.

Walk Wise | The WalkWise campaign provides innovative pedestrian safety education to citizens through a free interactive 30-minute presentation with time for discussion to anyone living or working in select Florida counties. Attendees are asked about their knowledge of traffic safety laws, safe behaviors, and perceptions of walking and bicycling in the Tampa Bay area. At the end of the presentation, attendees take the pledge to be safe and pass along their new knowledge to others. To date, WalkWise Tampa Bay has delivered over 1,200 presentations and more than 40,000 residents have taken the WalkWise Pledge to become ambassadors for walking, bicycling, and driving safely. WalkWise Tampa Bay is managed by the Center for Urban Transportation Research (CUTR) at USF and funded by the Florida Department of Transportation District 7.

Teen Driver Safety Education | This program provides "real world" training to students focusing on safety issues specific to teen drivers in Hillsborough County, such as distracted driving. Seventeen high schools and 8,835 students in Hillsborough County have participated in the program since 2010. Between 2010 and 2015, serious injuries and fatalities associated with drivers aged 15 through 19 have consistently declined.

School Safety Program | The FDOT, Hillsborough County, MPO, Hillsborough County School Board, and cities have collaborated to improve safe travel to schools. Under the program, more than 300 road safety audits have been conducted since 2011 to identify safety strategies on transportation corridors serving areas schools. Hillsborough County's *School Safety Circulation Access Program* provided \$7 million in enhancements for schools and the new Community Transportation Program includes \$16.7 million for school-related improvements. Also, the local governments continuously provide for safety within School Zones. Over \$1.7 million has been programmed for projects under the Safe Routes to Schools program.

Complete Streets Policy | The FDOT adopted a Complete Streets Policy in 2014 to promote safety, quality of life and economic development in Florida and to require the planning and implementation of a context-sensitive system of Complete Streets. FDOT developed a Complete Streets Implementation Plan in 2015, revising guidance, standards, manuals, and policies to integrate Complete Streets concepts. The FDOT released a draft of its Complete Streets Handbook this year describing how it will apply these concepts to projects. Hillsborough County and the Cities of Tampa, Temple Terrace, and Plant City have actively integrated Complete Streets concepts into transportation improvement projects.

ENFORCEMENT

Arrive Alive | This initiative brings together Florida's police agencies and other partners for education, engineering, and law enforcement interventions at locations identified through data analysis as areas of high fatal and serious bodily injury crashes.

Bicycle Squads | Bike patrols increase the visibility and accessibility of officers in the community. Officers traveling at a slower pace can observe more about the environment, such as obstacles and safety

issues for people walking and biking. Meanwhile, officers on bikes are more approachable to the public.

High Visibility Enforcement | Police dedicate more time to safety and education through this program. Officers focus on education first, then progress to warnings and citations. This program helped the Hillsborough County Sheriff's Office, the Temple Terrace Police Department, and the USF Police Department increased the number of warnings issued from 620 in 2015 to 3,017 in 2016.

Proactive Programs | Other programs help to proactively prevent severe crashes. Law enforcement works with drinking establishments to prevent DUI crashes. Officers give ride-alongs to educate the public about enforcement. FDOT Road Safety Audits bring together stakeholders to improve safety at specific locations.

ENGAGEMENT

We're coordinating with groups that have taken up the mission of making our streets safer:

Hillsborough Community Traffic Safety Team | This team has met since 1991 to develop local solutions to traffic crashes. Its efforts include spearheading numerous education and enforcement campaigns related to issues such as red-light running and intoxicated driving.

Bike Walk Tampa Bay | This regional coalition of organizations aims to make biking and walking a more preferred mode of travel in the Tampa Bay area. It has delivered more than 2,000 presentations and recruited more than 24,000 ambassadors to influence culture change toward more walkable and bikeable communities.

Walk Bike Tampa | This grassroots group has become a vocal advocate for walking and biking safety improvements by pushing for safer routes, better connectivity, and the increased availability of bike parking.



Fletcher Avenue Complete Street

ON THE GROUND

Several local projects have been implemented or are currently underway that match the mission of Vision Zero: Improving safety, saving lives, and encouraging people to walk, bike, and drive safely.

Fletcher Avenue | In 2015, Hillsborough County spent \$5 million to make Fletcher Avenue into a Complete Street between Nebraska Avenue and 50th Street, where fourteen hundred people walk across this street daily. The new features to improve roadway safety for people walking, biking, and driving include raised concrete medians and mid-block pedestrian crossings with high intensity flashing warning lights. Severe crashes along this corridor have been cut in half since completion of the project



Bullard Parkway Paint Saves Lives Event

Bullard Parkway | The Hillsborough MPO Vision Zero project sponsored a “Paint Saves Lives” event at which volunteers painted a green bike lane onto the westbound section of the Bullard Parkway bridge over the Hillsborough River. The parkway is in the process of undergoing a complete streets study to identify opportunities to enhance the safety of this corridor. The purpose of the Paint Saves Lives event was to demonstrate how a quick and low-cost improvement can improve the safety of the roadway and add a powerful visual cue to alert drivers to the presence of bicyclists on the bridge. The exercise was completed in less than an hour. The City of Temple Terrace provided police and traffic safety management during the event.



Collins Street Complete Street Concept

Collins Street | The City of Plant City is converting a section of Collins Street in the historic district from an auto-centric place to become a complete street catering to all users, including people walking, biking, and those with mobility limitations. The project includes high-visibility decorative crosswalks, shade trees and decorative street lights to encourage walking.

Cass Street Cycle Track | Tampa’s first ever on-street protected bicycle path opened in June of 2016, providing a safe bike link through downtown between Nebraska Avenue and the Tampa Riverwalk. The project converted Cass and Tyler Streets to two-way and installed separate signals for bicyclists and drivers . Future phases will extend the cycle track to Howard Avenue west of downtown and to Cuscaden Park north of Ybor City.

Platt Street and Cleveland Avenue | The City of Tampa has overhauled West Platt Street and Cleveland Ave to improve safety along the two one-way parallel roads in Hyde Park. Bicycle lanes, painted green in sections to alert drivers, separate cyclists from vehicles with a three-foot wide buffer. The City also eliminated a traffic lane on Platt Street and narrowed the remaining two lanes from 12 to 10 feet.

Tampa Riverwalk | This beautiful 2.6-mile multimodal path on the Hillsborough River connects people to museums, parks, and the convention center downtown. The most recent segment of the Riverwalk opened last year, creating a link between Water Works Park to the north and Channelside to the south.

Palm Avenue | The City of Tampa transformed a one-mile segment of Palm Avenue into a much safer route between Tampa Heights and Ybor City. The project made room for bicycle lanes and pedestrian islands between North Boulevard and Nebraska Avenue by reducing the street from four to two lanes.

Cyclovia | Named for the Spanish word for cycle path, Cyclovia began in Bogota, Colombia, as a weekly event that closed the city's main streets to traffic, allowing safe travel for people walking and biking. Cyclovia has since become a worldwide phenomenon. Tampa began celebrating the event annually in 2014 by closing a portion of Kennedy Boulevard through downtown on a designated day. The event encourages people to use alternative modes of travel by reimagining a space usually reserved for vehicles as a place to bike, walk and play.



Tampa Riverwalk



Palm Avenue Safety Enhancements

While great strides have been made to create safe streets and change the culture around how we use our roads, there is still work to be done.



Cyclovia

VISION ZERO HILLSBOROUGH

The origins of Vision Zero Hillsborough came out of the efforts of local roadway safety advocates, led by Walk Bike Tampa, who pushed for the adoption of Vision Zero resolutions in the wake of the death of a student hit by a car while walking to Chamberlain High School.

The Hillsborough Metropolitan Planning Organization (MPO) has taken the lead in creating the Vision Zero Action Plan in partnership with Hillsborough County, the Cities of Tampa, Temple Terrace, and Plant City, and the FDOT, as well as safety advocates, educators, law enforcement and emergency response agencies, and others with an interest and commitment to safer streets.

Together, these stakeholders form a coalition that helped to define and shape the actions and strategies needed to move toward zero deaths and severe injuries on our roads.

VISION ZERO COALITION

The MPO Policy Committee spearheaded the adoption of a Vision Zero resolution, and began this effort by holding a roundtable discussion in June of 2016. Spurring the motivation to develop the Vision Zero Action Plan, the coalition comprises an assortment of local elected officials, business owners, planners, engineers, and other leaders, shown in the graphic below, and is also open to the public.



ACTION TRACK WORKING GROUPS

Where do you begin the task of changing the status quo?

The Vision Zero Coalition began by organizing itself into four action tracks to focus its efforts. Coalition members collaborated to create goals and specific actions for each action track that together form a roadmap for the initiative. The action tracks include:

Paint Saves Lives | *Low cost retrofits and pop-up treatments*

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.

One Message, Many Voices | *Public education strategies*

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.

Consistent and Fair | *Community-oriented law enforcement*

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.

The Future Will Not Be Like the Past | *Facilitating culture change through policies and programs*

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.

GETTING PEOPLE INVOLVED

Diverse public engagement activities were held during the creation of the action plan to solicit feedback from local leaders and the community on the major safety challenges on our streets and what can be done to overcome them.



WORKSHOPS

Four Vision Zero Coalition workshops were held over the course of a year. The public was invited to attend and share their thoughts about strategies and actions that could improve safety and affect change in Hillsborough County.

Workshop 1 The Vision Zero Coalition held its first workshop October 25, 2016, at the Ragan Park Community Center in East Tampa. The members organized into action track groups to begin their first discussions about the community's safety challenges and potential strategies.

Workshop 2 To get a better sense of the dangers we face when traveling by different modes, the coalition met January 31, 2017, to perform a safety audit of Hillsborough Avenue near the Town 'N Country Regional Public Library. The members completed a questionnaire to gauge how well the road provided access to drivers, bicyclists, walkers, and bus riders. The coalition convened in their action track groups to further refine strategies.

Workshop 3 The draft action strategies were presented at the April 25, 2017 workshop held in Temple Terrace for further discussion and refinement. Priority strategies, agency roles, and action steps were further developed. The coalition also participated in a pop-up paint exercise to add a high-visibility green bike lane on the Bullard Parkway bridge across the Hillsborough River.

Workshop 4 The final workshop held August 22, 2017 revealed the Vision Zero Action Plan and featured the stories of people whose lives have been touched by traffic violence.

CAPTURING PUBLIC SAFETY CONCERNS

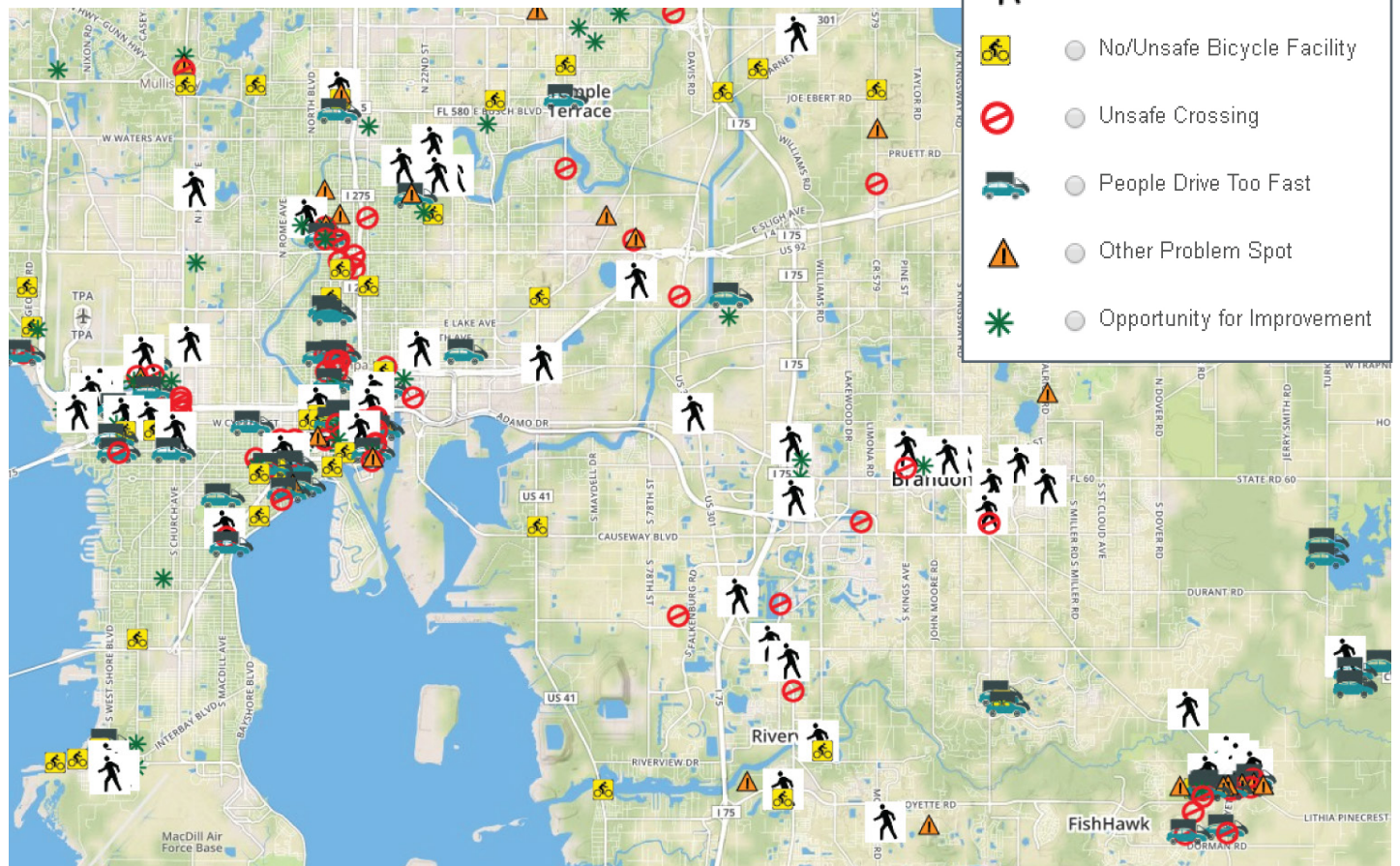
WIKIMAP

The MPO has employed a crowdsourcing mapping tool called wikimapping to allow people to pinpoint their safety concerns regarding our roads. As of August 16, 2017, over 400 individual comments had been documented on the map. These results help to identify areas of concern and places where low-cost treatments or retrofits could be implemented to improve safety.

The crowdsourced data provide an additional layer of context drawn from the everyday experiences of residents. The top three concerns noted by the public were 1) unsafe crossings, 2) missing sidewalks, and 3) speeding.

FACEBOOK


The MPO created a Facebook page for Vision Zero to further engage the public on the topic of road safety, inform the public about current events and news, and share information and updates on the Action Plan development. In it's infancy, the Facebook page had over 100 followers and will continue to be a source of information and updates as the Vision Zero Action Plan is implemented.



DEFINING THE PROBLEM

Creating change starts with understanding the problem.

To grasp the forces behind our dangerous roads, the MPO analyzed five years of data (2012-2016) from the Crash Database Management System, mapping data points—each one representing a life lost or injury suffered—across our corridors and intersections. The process pinpointed areas of high concern and brought into focus the factors underlying the numbers.



**FOR EVERY FATAL
CRASH,
THERE ARE EIGHT
INCAPACITATING
INJURY CRASHES.**

HERE'S THE PICTURE THAT EMERGED:

- For every fatal crash, there are eight incapacitating injury crashes for a total of about 1,500 every year. There were 7,378 severe crashes between 2012 and 2016: 791 fatal crashes and 6,587 with incapacitating injuries.
- Crashes happen everywhere, but there's a portion of the network that urgently needs attention. A third of our roads account for 3/4 of the county's severe crashes.
- Aggressive driving accounted for 33 percent of all fatal crashes on our roads. This figure includes driving, walking and bicycle crashes. The problem is even more pronounced when looking at just vehicle crashes, 42 percent of which were caused by aggressive driving.
- A lack of road lighting is deadly, especially for people walking and biking. Dark, unlit roads were a factor in 39 percent of fatal pedestrian crashes and 24 percent of fatal bicycle crashes.
- We must put down our devices while driving. Electronic distraction was reported in 19 percent of fatal and incapacitating injury vehicle crashes, but may be higher than show in law enforcement reports. Nationally, text messages and tweets have grown exponentially since 2009, and the pedestrian fatality trend turned upward at the same time.

***THE TOLL IS ECONOMIC AS WELL AS PHYSICAL,
IN THE FORM OF LOST WAGES, PRODUCTIVITY,
AND MEDICAL EXPENSES.***



FACTORS THAT CONTRIBUTE TO SEVERE CRASHES

Why are severe crashes occurring and what can be done to eliminate them?

Dangerous behaviors coupled with roadway designs that enable those behaviors are two of the main factors behind severe crashes.

UNSAFE BEHAVIORS

People make mistakes. Vision Zero acknowledges human error and makes a goal of discouraging dangerous behavior.

SPEED

Vision Zero recognizes speed as a fundamental factor in severe crashes. The faster you drive, the narrower your cone of vision, the longer your braking distance, and the more severe your collision.

Driving at even moderate speeds drastically increases a person walking's fatality risk. A person walking struck at 30 miles per hour, for example, has an estimated 40 percent chance of dying. If the vehicle is traveling 40 miles per hour, the estimated risk jumps to 80 percent.

Vision Zero makes speed reduction a central strategy.

75% of fatal crashes in Hillsborough County occur on roads with posted speeds of 40+ mph.

SPEED INCREASES RISK OF DEATH



5% LIKELIHOOD OF PEDESTRIANS KILLED



40% LIKELIHOOD OF PEDESTRIANS KILLED



80% LIKELIHOOD OF PEDESTRIANS KILLED

AGGRESSIVE DRIVING

We all have stories of dealing with aggressive drivers. Sometimes we're the aggressors, or we react aggressively to others' aggressive driving. The data reveal that it's a significant cause of fatal crashes in Hillsborough County.

Aggressive driving includes speeding, dangerous lane changes, failing to yield, and following too close.¹

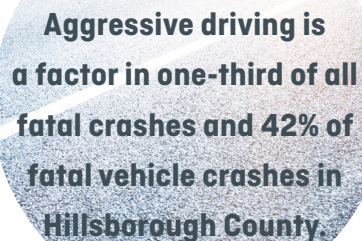
DISTRACTED DRIVING, WALKING AND BIKING

Devices, such as smart phones, constantly draw our attention. When we decide to use them while driving, walking, and biking, it can turn deadly. Distraction may be behind a spike in pedestrian deaths in the U.S., with Florida having the second-highest pedestrian death rate in the country.²

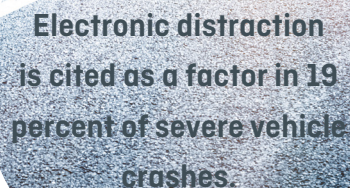
While it's difficult to determine the precise number of crashes caused by electronic distraction, data show it's cited as a factor in 19 percent of severe vehicle crashes in Hillsborough County.

1 "Speed and aggressive driving," FDOT


2 "Pedestrian Traffic Fatalities by State," Richard Retting. Pg. 9



Aggressive driving is a factor in one-third of all fatal crashes and 42% of fatal vehicle crashes in Hillsborough County.



Electronic distraction is cited as a factor in 19 percent of severe vehicle crashes.



Intoxication is a factor in 23% of all fatal crashes and is a factor in 19% of fatal pedestrian crashes.

IMPAIRED DRIVING

Intoxicated driving is the focus of constant enforcement and safety campaigns, yet it persists as one of the major contributing factors of fatal crashes in Hillsborough County.

Intoxication is not just a factor in vehicle crashes. The numbers show intoxication is cited in 19 percent of fatal pedestrian crashes and 22 percent of fatal bicycle crashes.

Intoxication is a serious problem, but less significant than nationwide (involved in 23 percent of traffic fatalities here versus 29 percent in the country as a whole). In other words, other factors play an important role here.

UNSAFE WALKING AND BICYCLING BEHAVIOR

As the most vulnerable users of our roads, people walking and biking must be vigilant in keeping themselves safe. But sometimes they put themselves in harm's way through dangerous behaviors. In many cases the person walking or biking is not aware that they are not obeying traffic laws. These behaviors include crossing midblock without a crosswalk, biking against the flow of traffic and biking at night without bicycle lights.

People must take responsibility for their actions and understand the potential impact of their behaviors on our roadways. But we can also design our roads to encourage safer behavior by all users.

SAFER DESIGN

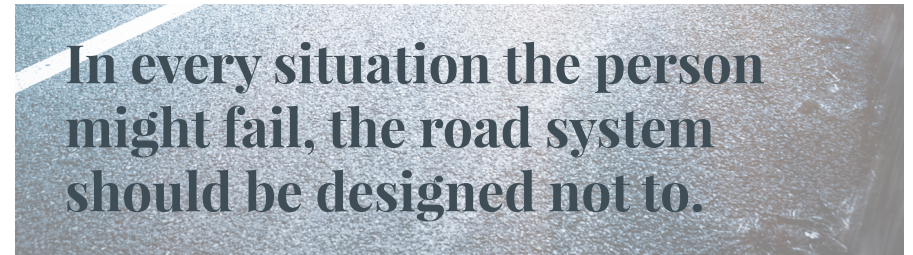
The design of a road influences how people behave on the streets. Wide, one-way streets often lead to drivers traveling at faster speeds. Streets with long blocks and no midblock crossings lead to people crossing where it is most convenient for them, even if it means crossing where a safe crossing is not provided.

Several other factors can contribute to unsafe conditions:

- No street lighting
- No bicycle facilities
- Fast-moving traffic
- Wide roadway
- Unmarked and unsignalized crossings
- Long distances between traffic signals leading to speeding

Streets can be designed in ways that encourage safer behavior in drivers, people walking, and people biking. Some treatments to improve the safety of a street include:

- LED lighting
- High-visibility crosswalks
- Bicycle lanes
- Wider sidewalks
- ADA accessible ramps
- Reduced travel lanes
- Placemaking treatments such as street trees and pedestrian-scale lighting
- Raised and landscaped medians



Fletcher Avenue before (top) and after (bottom) undergoing a Complete Street makeover featuring midblock pedestrian crossings, raised pedestrian islands, additional sidewalks, human-scale lighting, and bicycle lanes. Source: Google Streetview



SEVERE CRASH CORRIDORS


Crashes occur everywhere, but there are certain areas where they are most prevalent.

Vision Zero focuses on these corridors as opportunities to make the greatest strides toward eliminating fatalities and incapacitating injuries. Our analysis zeroed in on the county's top 20 corridors with the most severe crashes per mile.

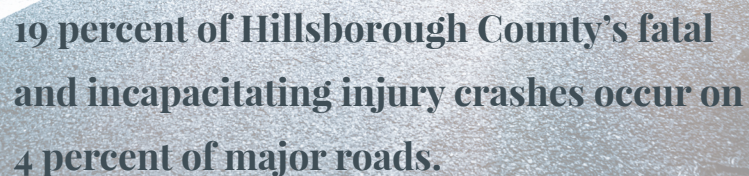
In the past five years, 1,030 severe crashes occurred on these corridors. That's 19 percent of Hillsborough County's fatal and incapacitating injury crashes occurring on just 4 percent of major roads. These corridors comprise 12.3 percent of daily vehicle miles traveled (VMT) in the county.

Aggressive driving was a factor in 36 percent of the severe crashes on these corridors. Fifteen percent of the crashes on these corridors left people walking or biking with fatal or incapacitating injuries.

A profile of each of these 20 corridors, their crash rates, and the causal factors associated with those crashes is provided in the accompanying Vision Zero Severe Crash Corridor Profiles document.



**ON AVERAGE,
ONE PERSON DIES
IN A CAR CRASH
IN HILLSBOROUGH
COUNTY EVERY
FOUR DAYS.**



**19 percent of Hillsborough County's fatal
and incapacitating injury crashes occur on
4 percent of major roads.**

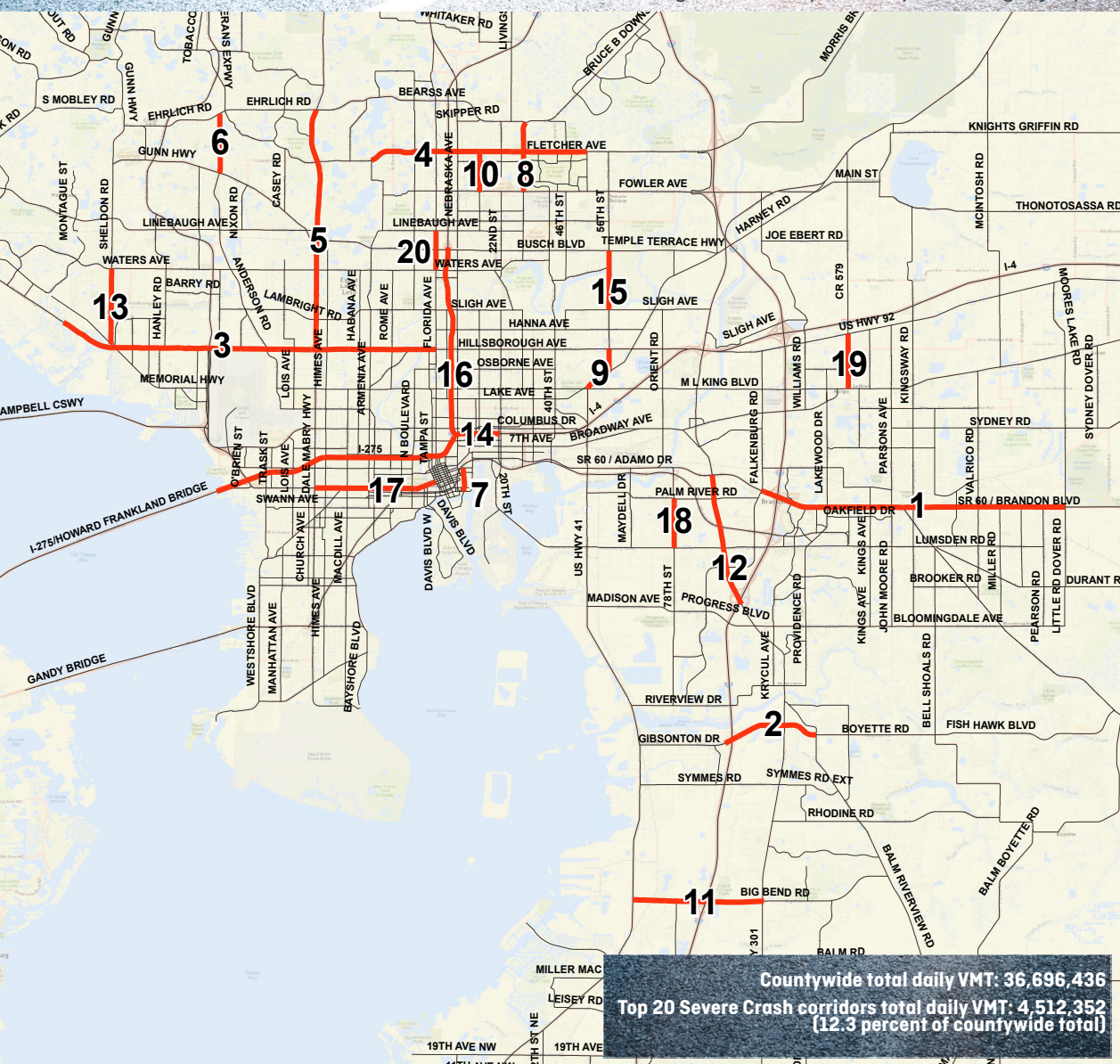
TOP 20 SEVERE CRASH CORRIDORS

- 1. Brandon Blvd from Falkenburg Rd to Dover Rd (7.18 miles)**
180 crashes (25 crashes per mile)
Daily Vehicle Miles Traveled (VMT): 463,965
- 2. Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview Rd (2.33 miles)**
49 crashes (21 crashes per mile); Daily VMT: 79,720
- 3. Hillsborough Ave from Longboat Blvd to Florida Ave (8.87 miles)**
176 crashes (19.8 crashes per mile); Daily VMT: 528,719
- 4. Fletcher Ave from Armenia Ave to 50th St (5.09 miles)**
100 crashes (19.6 crashes per mile)*;
Daily VMT: 196,990
- 5. Dale Mabry from Hillsborough Ave to Bearss Ave (6.17 miles)**
116 crashes (18.8 crashes per mile); Daily VMT: 430,798
- 6. Lynn Turner from Gunn Hwy to Ehrlich Rd (1.51 miles)**
28 crashes (18.5 crashes per mile); Daily VMT: 29,445
- 7. Meridian Ave from Channelside Dr to Twiggs St (0.6 miles)**
11 crashes (18.3 crashes per mile); Daily VMT: 10,240
- 8. Bruce B. Downs from Fowler Ave to Bearss Ave (1.77 miles)**
32 crashes (18.1 crashes per mile); Daily VMT: 304,083
- 9. 50th St from MLK Blvd to Hillsborough Ave (1.24 miles)**
22 crashes (17.7 crashes per mile); Daily VMT: 30,380
- 10. 15th St from Fowler Ave to Fletcher Ave (1.02 miles)**
18 crashes (17.6 crashes per mile);
Daily VMT: 10,458

***Fletcher Ave Complete Street Project completed January 2015**
Severe Crash Reductions
2012-2013: 48 severe crashes
2015-2016: 25 severe crashes

TOP 20 SEVERE CRASH CORRIDORS : ALL MODES (2012-2016)

Severe Crash = A crash resulting in a fatality or incapacitating injury



Source: Crash Data Management System

11. Big Bend Rd from U.S. 41 to I-75 (3.07 miles)

51 crashes (16.6 crashes per mile);

Daily VMT: 72,145

12. U.S. 301 from I-75 to Adamo Dr (3.39 miles)

55 crashes (16.2 crashes per mile);

Daily VMT: 152,792

13. Sheldon Rd from Hillsborough Ave to Waters Ave (2.04 miles)

33 crashes (16.2 crashes per mile);

Daily VMT: 67,488

14. I-4 from I-275 to 22nd St (1.08 miles)

17 crashes (15.7 crashes per mile);

Daily VMT: 189,000

15. 56th St from Sligh Ave to Busch Blvd (1.51 miles)

23 crashes (15.2 crashes per mile); Daily VMT: 64,930

16. I-275 from Howard Frankland Bridge to Busch Blvd (10.86 miles)

164 crashes (15.1 crashes per mile);

Daily VMT: 1,709,092

17. Kennedy Blvd from Dale Mabry Hwy to Ashley Dr (2.85 miles)

43 crashes (15.1 crashes per mile); Daily VMT: 103,312

18. 78th St from Causeway Blvd to Palm River Rd (1.26 miles)

19 crashes (15.1 crashes per mile); Daily VMT: 27,945

19. CR 579 / Mango Rd from MLK Blvd to U.S. 92 (1.4 miles)

21 crashes (15 crashes per mile); Daily VMT: 13,580

20. Florida Ave from Waters Ave to Linebaugh Ave (1.01 miles)

15 crashes (14.9 crashes per mile); Daily VMT: 27,270

VULNERABLE USERS

Biking and walking in Hillsborough County requires caution.

The precaution Gregor Richkind takes for even a short bike ride speaks to the danger faced every day by Hillsborough's more than 1.3 million residents. He pedaled to a recent appointment at James A. Haley Veterans' Hospital, his yellow safety vest vibrant on a gray morning.

His bike had at least four lights. He wore two more on his helmet, just in case. "I will put on as much as I can to call attention to myself," said Richkind, 60, pausing on the shoulder of Bruce B. Downs Boulevard during morning rush hour. "I don't know why anyone wouldn't do that."



Gregor Richkind navigates the intersection of Bruce B. Downs Boulevard and Fletcher Avenue during morning traffic.

One in four injury crashes involving a person walking or biking in Hillsborough County end in serious injury or death.

Our area perennially ranks as one of the most dangerous places for people walking in the country. One out of four crashes involving people walking and biking in Hillsborough County ends in serious injury or death.

While Vision Zero Hillsborough focuses on the safety of all travelers, people walking and biking are particularly vulnerable because they don't have a steel frame protecting them in a collision.

The way many of our roads are designed forces these vulnerable users into the margins of busy corridors with little to no protection. They must rely on a severely fragmented network of sidewalks and bicycle lanes to reach their destination. For those who bike and walk as a primary mode of travel, it may mean risking your life each day.

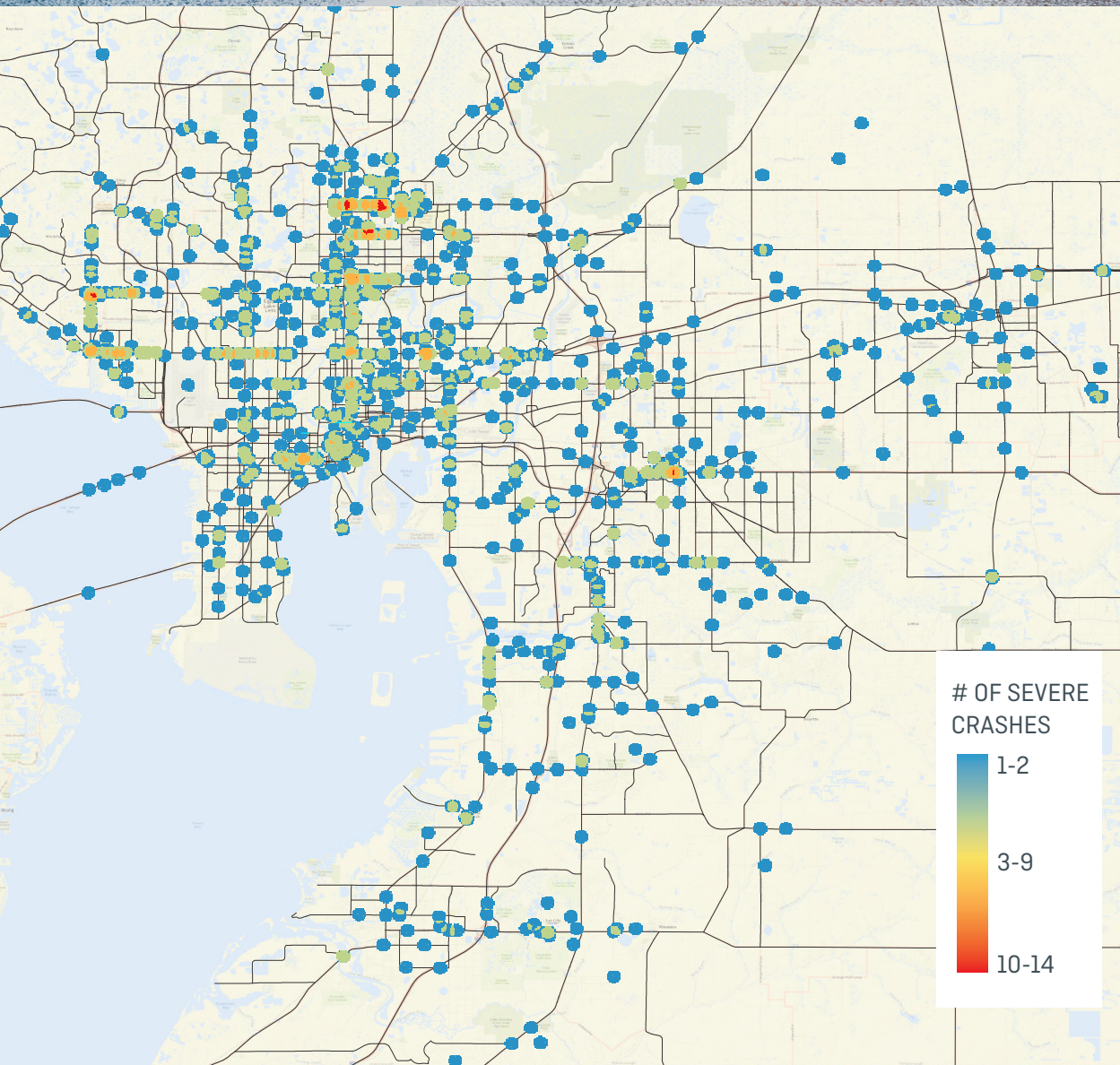
The data show that dark, unlit roads and intoxicated driving are among the biggest contributors to fatal crashes involving people walking or biking in our area.

The signs of change are easy to spot in downtown Tampa, where cyclists can ride the city's first protected bike lane and the Riverwalk safely routes people walking along the water, away from traffic.

As significant as these changes are, we need to do more.

Vision Zero envisions bringing safety improvements to our county's most dangerous corridors and intersections.

SEVERE CRASHES INVOLVING PEOPLE WALKING OR BIKING (2012-2016)



Source: Crash Data Management System



Between 2012 to 2016, there were a total of 2,760 pedestrian injury crashes in Hillsborough, 807 of which were severe. That means we average 1.5 pedestrian injury crashes per day, or 10.6 per week, 30 percent of which result in a fatality or incapacitating injury.



Between 2012 to 2016, there were a total of 1,798 bicycle injury crashes in Hillsborough, 356 of which were severe. That means we average 1 bicycle injury crashes every day, or almost 7 per week, 20 percent of which result in a fatality or incapacitating injury.

VULNERABLE USERS

SEVERE CRASH CORRIDORS

Identifying the most dangerous corridors for pedestrians and bicyclists can help to focus efforts on the corridors on which the highest number of severe bicycle and pedestrian crashes occur.

The map to the right highlights the top 20 corridors on which the greatest number of severe bicycle and pedestrian crashes occur per mile. Further study of these corridors could identify the potential countermeasures and design treatments that will create a safer travel environment for our roadways' most vulnerable users.

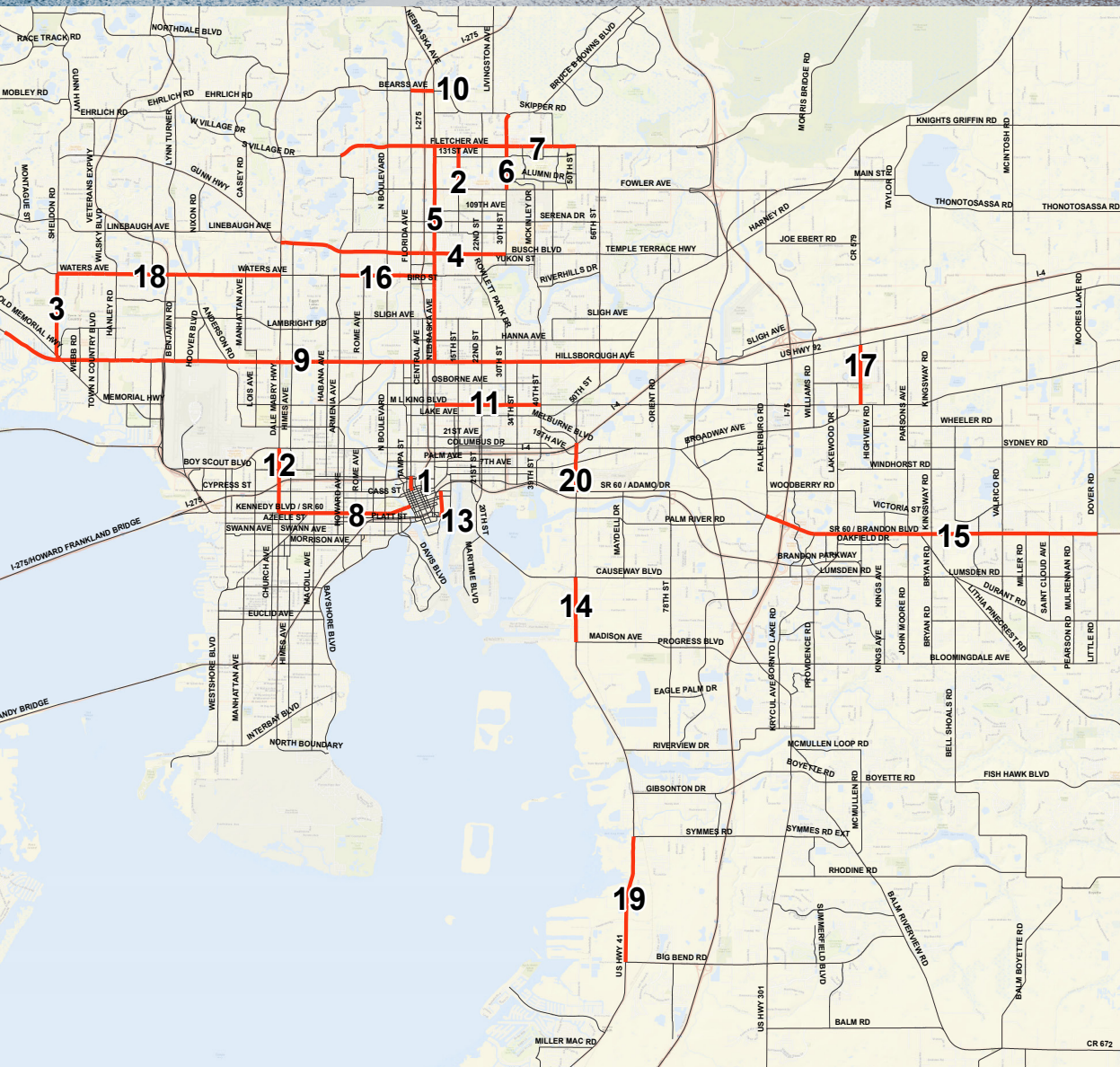


People walking across Hillsborough Avenue.

TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES INVOLVING PEOPLE WALKING OR BIKING

- 1. Florida Ave from Tyler St to Kay St - (0.33 miles)**
3 crashes (9.09 crashes per mile)
- 2. 15th St from Fowler Ave to Fletcher Ave - (1.02 miles)**
8 crashes (7.84 crashes per mile)
- 3. Sheldon Rd from Hillsborough Ave to Waters Ave - (2.04 miles)**
15 crashes (7.35 crashes per mile)
- 4. Busch Blvd from Dale Mabry Hwy to 30th St - (4.84 miles)**
23 crashes (4.75 crashes per mile)
- 5. Nebraska Ave from Hillsborough Ave to Fletcher Ave - (4.96 miles)**
23 crashes (4.64 crashes per mile)
- 6. Bruce B Downs Blvd from Fowler Ave to Bearss Ave - (1.77 miles)**
8 crashes (4.52 crashes per mile)
- 7. Fletcher Ave from Armenia Ave to 50th St - (5.09 miles)**
23 crashes (4.52 crashes per mile)
- 8. SR 60/Kennedy Blvd from Dale Mabry Hwy to Ashley Dr - (2.85 miles)**
12 crashes (4.21 crashes per mile)
- 9. Hillsborough Ave from Longboat Blvd to US 301 - (14.73 miles)**
61 crashes (4.14 crashes per mile)
- 10. Bearss Ave from Florida Ave to Nebraska Ave - (0.5 miles)**
2 crashes (4 crashes per mile)

TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES INVOLVING PEOPLE WALKING OR BIKING (2012-2016)



11. MLK Blvd from Nebraska Ave to 40th St - (2.27 miles)
9 crashes (3.96 crashes per mile)
12. Dale Mabry Hwy from Kennedy Blvd to Columbus Dr - (1.52 miles)
6 crashes (3.95 crashes per mile)
13. Meridian St from Channelside Dr to Twiggs St - (0.6 miles)
2 crashes (3.33 crashes per mile)
14. US 41 from Madison Ave to Causeway Blvd - (1.52 miles)
5 crashes (3.29 crashes per mile)
15. SR 60 from Falkenburg Rd to Dover Rd - (7.18 miles)
22 crashes (3.06 crashes per mile)
16. Waters Ave from Armenia Ave to Nebraska Ave - (2.02 miles)
6 crashes (2.97 crashes per mile)
17. CR 579 / Mango Rd from MLK Blvd to US 92 - (1.4 miles)
4 crashes (2.86 crashes per mile)
18. Waters Ave from Sheldon Rd to Dale Mabry Hwy - (4.77 miles)
13 crashes (2.73 crashes per mile)
19. US 41 from Big Bend Rd to Symmes Rd - (2.95 miles)
8 crashes (2.71 crashes per mile)
20. 50th St from Adamo Dr to Melburne Blvd - (1.13 miles)
3 crashes (2.65 crashes per mile)

Source: Crash Data Management System

AGGRESSIVE DRIVING

SEVERE CRASH CORRIDORS

Aggressive driving is one of the most common factors in severe crashes. Aggressive driving encompasses a range of driver behavior that includes:

- Failure to yield right-of-way
- Failure to keep in proper lane
- Followed too closely
- Ran red light
- Ran stop sign
- Improper passing
- Exceeded posted speed
- Disregarded other road markings
- Operated vehicle in erratic, reckless, or aggravated manner
- Disregarded other traffic sign

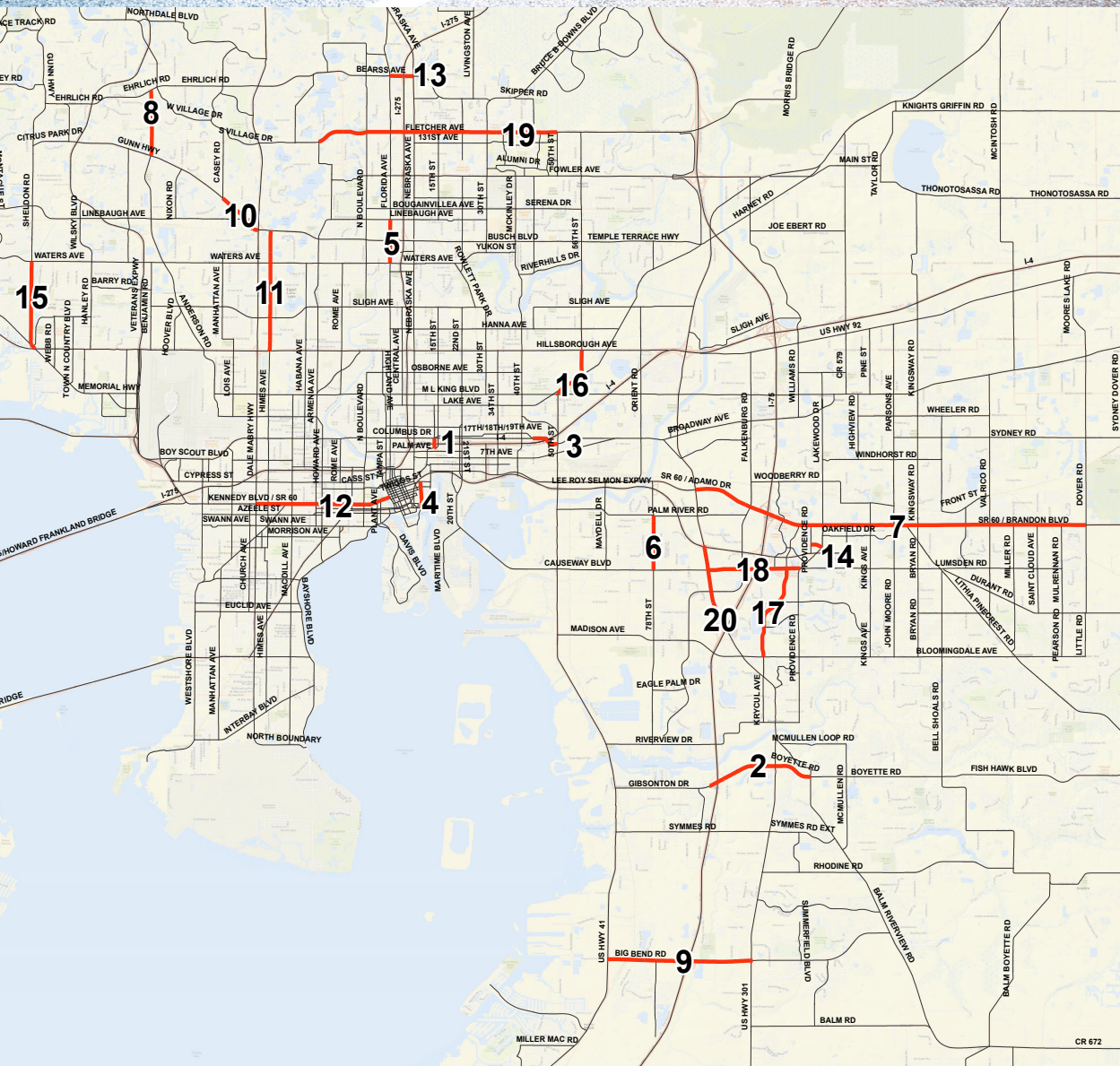
There are certain corridors in the county where these behaviors comprising aggressive driving are more pronounced. Law enforcement efforts focused on these corridors could help to reduce these dangerous driver behaviors.

The top 20 corridors that experienced the highest number of severe crashes per mile in which aggressive driving was a factor are shown in the map to the right.

TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES WITH AGGRESSIVE DRIVING AS A FACTOR

- 1. Avenida Republica De Cuba from Nuccio Parkway to Columbus Dr - (0.24 miles)**
3 crashes (12.5 crashes per mile)
- 2. Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview - (2.33 miles)**
25 crashes (10.73 crashes per mile)
- 3. Columbus Dr from 19th Ave to 50th St - (0.59 miles)**
6 crashes (10.17 crashes per mile)
- 4. Meridian St from Channelside Dr to Twigg St - (0.6 miles)**
6 crashes (10 crashes per mile)
- 5. Florida Ave from Waters Ave to Linebaugh Ave - (1.01 miles)**
10 crashes (9.9 crashes per mile)
- 6. 78th St from Causeway Blvd to Palm River Rd - (1.26 miles)**
12 crashes (9.52 crashes per mile)
- 7. SR 60 from US 301 to Dover Rd - (8.45 miles)**
75 crashes (8.88 crashes per mile)
- 8. Lynn Turner from Gunn Hwy to Ehrlich Rd - (1.51 miles)**
13 crashes (8.61 crashes per mile)
- 9. Big Bend Rd from US 41 to US 301 - (3.07 miles)**
26 crashes (8.47 crashes per mile)
- 10. Gunn Hwy from Casey Rd to Dale Mabry Overpass - (1.07 miles)**
9 crashes (8.41 crashes per mile)

TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES INVOLVING AGGRESSIVE DRIVING (2012-2016) ALL MODES



Source: Crash Data Management System

11. Himes Ave from Hillsborough Ave to Busch Blvd - (2.78 miles)
23 crashes (8.27 crashes per mile)
12. SR 60/Kennedy Blvd from Dale Mabry Hwy to Ashley St - (2.85 miles)
23 crashes (8.07 crashes per mile)
13. Bearss Ave from Florida Ave to Nebraska Ave - (0.5 miles)
4 crashes (8 crashes per mile)
14. Brandon Main St from Providence Rd to Lakewood Rd - (0.25 miles)
2 crashes (8 crashes per mile)
15. Sheldon Rd from Hillsborough Ave to Waters Ave - (2.04 miles)
15 crashes (7.35 crashes per mile)
16. 50th St / 56th St from MLK Blvd to Hillsborough Ave - (1.24 miles)
9 crashes (7.26 crashes per mile)
17. Gornto Lake Rd from Bloomingdale Ave to Causeway Blvd - (2.21 miles)
16 crashes (7.24 crashes per mile)
18. Causeway Blvd from US 301 to Providence Rd - (1.95 miles)
14 crashes (7.18 crashes per mile)
19. Fletcher Ave from Armenia Ave to 50th St - (5.09 miles)
36 crashes (7.07 crashes per mile)
20. US 301 from I-75 to Adamo Dr - (3.39 miles)
23 crashes (6.78 crashes per mile)

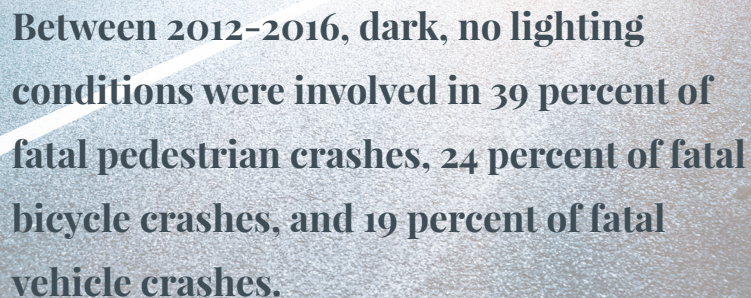
DARK, NO LIGHTING

SEVERE CRASH CORRIDORS

Drivers, pedestrians, and bicyclists die each year due to dark roadway conditions. Mapping the data across Hillsborough County reveals the corridors where dark lighting conditions have factored into the highest number of severe crashes per mile. Some corridors are relatively short. Others, such as a 14.73-mile portion of Hillsborough Avenue, cut a dangerous path across Tampa.

While intersection lighting improvements have already been planned for the county, this action plan makes a priority of addressing corridors in critical need of LED lighting.

The map to the right highlights the top 20 corridors in which dark, no lighting conditions were a factor in severe crashes, for all modes. Focusing lighting improvements along these corridors may help to reduce the rate of severe crashes.



Between 2012–2016, dark, no lighting conditions were involved in 39 percent of fatal pedestrian crashes, 24 percent of fatal bicycle crashes, and 19 percent of fatal vehicle crashes.

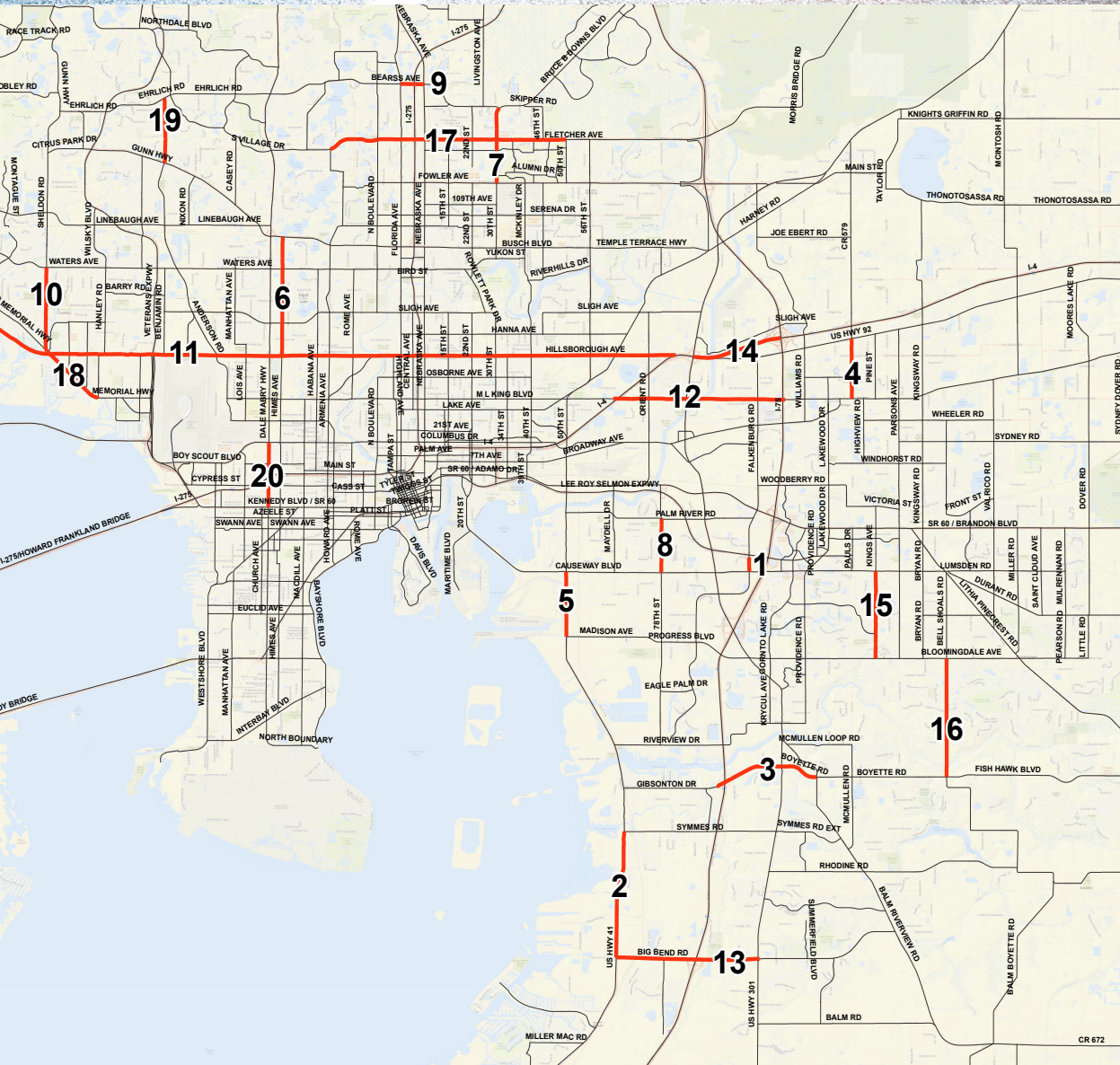
TOP 20 SEVERE CRASH CORRIDORS:

SEVERE CRASHES IN WHICH NO LIGHTING WAS A FACTOR

- 1. Falkenburg Rd. from Causeway Blvd. to Lee Roy Selmon Expressway – (0.33 miles)**
2 crashes (6.06 crashes per mile)
- 2. U.S. 41 from Big Bend Rd. to Symmes Rd. – (2.95 miles)**
13 crashes (4.41 crashes per mile)
- 3. Gibsonton Dr./Boyette Rd. from I-75 to Balm Riverview Rd. – (2.33 miles)**
9 crashes (3.86 crashes per mile)
- 4. C.R. 579/Mango Rd. from MLK Blvd. to U.S. 92 – (1.4 miles)**
5 crashes (3.57 crashes per mile)
- 5. U.S. 41 from Madison Ave. to Causeway Blvd. – (1.52 miles)**
5 crashes (3.29 crashes per mile)
- 6. Himes Ave. from Hillsborough Ave. to Busch Blvd – (2.78 miles)**
8 crashes (2.88 crashes per mile)
- 7. 30th St./Bruce B. Downs Blvd. from Fowler Ave. to Bearss Ave. – (1.77 miles)**
5 crashes (2.82 crashes per mile)
- 8. 78th St. from Causeway Blvd. to Palm River Rd. – (1.26 miles)**
3 crashes (2.38 crashes per mile)
- 9. Bearss Ave. from Florida Ave. to Nebraska Ave – (0.5 miles)**
1 crash (2 crashes per mile)

TOP 20 SEVERE CRASH CORRIDORS: SEVERE CRASHES IN WHICH NO LIGHTING WAS A FACTOR (2012-2016)

ALL MODES



Source: Crash Data Management System

10. Sheldon Rd. from Hillsborough Ave. /Memorial Hwy. to Waters Ave. – (2.04 miles)
4 crashes (1.96 crashes per mile)
11. Hillsborough Ave. from Longboat Blvd. to U.S. 301 – (14.73 miles)
27 crashes (1.83 crashes per mile)
12. MLK Blvd. from I-4 to I-75 – (3.65 miles)
6 crashes (1.64 crashes per mile)
13. Big Bend Rd. from U.S. 41 to U.S. 301 – (3.07 miles)
5 crashes (1.63 crashes per mile)
14. I-4 from U.S. 301 to I-75 – (1.94 miles)
3 crashes (1.55 crashes per mile)
15. Kings Ave. from Bloomingdale Ave. to Lumsden Rd. – (2.03 miles)
3 crashes (1.48 crashes per mile)
16. Bell Shoals Rd. from Boyette Rd. to Bloomingdale Ave. – (2.76 miles)
4 crashes (1.45 crashes per mile)
17. Fletcher Ave. from Armenia Ave. to 50th St. – (5.09 miles)
7 crashes (1.38 crashes per mile)
18. Memorial Hwy from Hillsborough Ave. to Kelly Rd. – (1.47 miles)
2 crashes (1.36 crashes per mile)
19. Lynn Turner from Gunn Hwy. to Ehrlich Rd. – (1.51 miles)
2 crashes (1.32 crashes per mile)
20. Dale Mabry Hwy from Kennedy Blvd. to Columbus Dr. – (1.52 miles)
1 crash (0.66 crashes per mile)

VISION ZERO ACTION PLAN

Reaching ZERO requires a plan.

The action plan was developed over the course of a year with the Vision Zero Coalition. These action strategies came about through workshop discussions, public outreach, wikimap responses, data-driven analyses, and collaboration with various city, county, and enforcement agencies. Priority Vision Zero action steps are identified for each Action Track, which were prioritized based on a voting activity of participants at the third Vision Zero Coalition workshop. The four Action Tracks cover short-term, low-cost treatments (Paint Saves Lives), equitable enforcement (Consistent and Fair), public education strategies (One Message, Many Voices), and policies and programs (The Future Will Not Be Like the Past).



COUNTDOWN TO VISION ZERO

The development of the Vision Zero Action Plan was just the beginning. It serves as the foundation for action, continued collaboration, and momentum towards a stronger culture of safety. The proactive implementation of the strategies, policies, and practices in the action plan will help to keep Vision Zero in the forefront of our community needs, measure progress towards safer streets, and keep the Vision Zero Coalition and the broader community engaged. The commitment of the Vision Zero stakeholders will be the true testament to our success.

MEASURING PROGRESS

Progress on the goal areas for each Action Track is measured to determine our community's accomplishments in reducing severe crashes. Crash statistics and other performance indicators will continue to be monitored to quantify our success and identify areas for improved or refined strategies.

ANNUAL PROGRESS REPORT

The performance of the effectiveness of the action plan strategies will be summarized and documented in an annual progress report to the Vision Zero Coalition. The data will provide the foundation for continued discussions and the development of ideas and innovations for improved safety on our streets.

ACTIVATING THE VISION ZERO AGENDA

Vision Zero Hillsborough will be integrated into regular meetings and discussions of the Hillsborough Community Traffic Safety Team. This will provide a means for integrating Vision Zero objectives into planning, design, and enforcement initiatives. By sharing success stories, new opportunities and innovations for improved safety will be identified and placed into action.

Each year, the Vision Zero Coalition will reconvene to share updates on implementation of the Action Plan and to build on accomplishments through new actions and initiatives.



PAINT SAVES LIVES

GOAL 1:

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

High visibility markings on transportation facilities provide visual cues to drivers that people walking and biking can be expected to be present in delineated zones on the transportation network. This awareness creates a safer travel environment for all users. Certain treatments are proven to be especially effective at slowing traffic, reducing crashes, and affecting driver behavior. These markings can include low-cost retrofits and temporary pop-up treatments, in compliance with the Federal Highway Administration's *Manual on Uniform Traffic Control Devices* (MUTCD). Pop-up treatments can be performed as student, civic or neighborhood group events, especially neighborhoods interested in implementing traffic calming strategies.

How We Measure Success...

1 Number of missing or poor condition crosswalks addressed

2 Number of high-visibility crosswalks installed

3 Number of student intersection mural painting events held

4 Number of locations where green bicycle lanes installed

5 Number of paint “bulb-outs” created at intersection corners

6 Number of bike lanes supplemented with No Right Turn on Red signage

7 Number of bike lanes supplemented with flex posts



GOAL 1: / RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: 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				
<ul style="list-style-type: none"> • Start with severe pedestrian crash intersections that are within 1/8 mile of a school and within a community of concern • Work with the school system to refine the locations • Work with those schools' principals to develop a program for the students to participate • Enlist the support of jurisdiction traffic control authorities, such as Traffic Operations and police/sheriff • Within Tampa city limits, refer to the City policy for painting intersections • Hold events where students safely paint intersection murals with temporary paint 	Start: Immediately Completion: On-going	<ul style="list-style-type: none"> • MPO • Hillsborough County School Board 	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities • Law enforcement agencies 	Various federal, state, and local funding sources City of Tampa "Paint the Intersection" Program Bike Walk Tampa Bay
MID-TERM ACTION: Install crosswalk markings where they are missing or in poor condition				
<ul style="list-style-type: none"> • Determine methodology and criteria for identifying which crossing locations need high-visibility crosswalks, starting with intersections that experience severe pedestrian crashes and do not have existing crosswalks • Identify priority crossing locations to be addressed based on criteria identified • Coordinate implementation of crosswalk markings with street resurfacing projects to identify opportunities to integrate safe crossing improvements, such as new crosswalk markings, crosswalks on side streets, high emphasis crosswalk markings, or pedestrian crossing signals • Include crosswalks on side streets when a road is being resurfaced 	Start: Mid-2017 Completion: Summer 2019	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • MPO 	Various federal, state, and local funding Piggyback on routine resurfacing projects

GOAL 1: RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
MID-TERM ACTION : Install green bike lane markings and additional safety countermeasures along high-crash corridors in communities of concern				
<ul style="list-style-type: none"> • Determine methodology and criteria for identifying and prioritizing corridors for painted bicycle lanes, starting with high severe bicycle crash corridors that already have bicycle lanes. Supplement some locations with No Right Turn on Red signage. Supplement some locations with flex posts to emphasize the bike lane separation • Perform a systematic Google Streetview inspection of corridors of interest. Record observations of conditions relevant to painted bicycle lanes • Determine maintenance responsibility for each corridor • Estimate the program cost to install painted bicycle lanes • Each agency determines which corridors to be addressed • Include priority projects in maintenance budgets 	Start: Summer 2017 Completion: Summer 2019	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • MPO 	Various federal, state, and local funding sources
MID-TERM ACTION : Hold a contest with high school students inviting them to design wraps for traffic control boxes				
<ul style="list-style-type: none"> • Use the MPO's School Transportation Working Group to hold the contest • Determine the structure of the contest: individualized or groups • FDOT can provide wraps for signal control boxes on state roads that can be used by students for a design contest 	Start: Fall 2017 Completion: Spring 2018	<ul style="list-style-type: none"> • MPO School Transportation Working Group 	<ul style="list-style-type: none"> • FDOT • Hillsborough County School Board 	FDOT provides wraps Various local funding sources for supplies

PAINT SAVES LIVES

GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

Some treatments to improve roadway safety can be accomplished at little or even essentially no cost, especially when incorporated into larger projects such as roadway reconstruction or resurfacing projects.

How We Measure Success...

1 Number of miles of buffered bicycle lanes added to roads

2 Number of miles of auditory vibration treatments added

3 Number of corridors with narrowed vehicle travel lanes

4 Number of miles of narrowed vehicle travel lanes



5 Number of
signalized
intersections
with Leading
Pedestrian
Intervals added

6 Number of
signalized
intersections
that have
had all-walk
phases added

7 Number of
severe crashes,
including
vulnerable users,
at high crash
locations



GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: Integrate roadway safety improvements into resurfacing or reconstruction projects, such as bicycle lanes, buffered bicycle lanes, crosswalks on side streets of major roads, auditory vibration treatments (rumble strips), and roadway pavement safety edges				
<ul style="list-style-type: none"> Identify roadway construction or resurfacing projects that present opportunities to incorporate safety improvements Adopt policies that require assessing the feasibility of integrating low cost treatments into resurfacing or reconstruction projects Evaluate bike-friendly rumble strips between bike lanes and vehicle lanes, especially on curves and high-freight areas 	Start: Fall 2017 Completion: Summer 2019	<ul style="list-style-type: none"> FDOT Hillsborough County Local municipalities 	<ul style="list-style-type: none"> MPO 	Staff time; coordinate with resurfacing projects
UNDERWAY ACTION: Engage interested neighborhood organizations or civic groups to hold events around pop-up treatments for traffic calming				
<ul style="list-style-type: none"> Identify and approach groups who may be interested in participating in pop-up events Provide planning and materials support to groups who commit Involve agencies with jurisdiction, such as engineering, public works and public safety departments 	Start: Summer 2017 Completion: Summer 2019	<ul style="list-style-type: none"> FDOT Hillsborough County Local municipalities Neighborhood & Civic groups 	<ul style="list-style-type: none"> MPO 	<ul style="list-style-type: none"> Sponsorship Materials Traffic and safety management at the event
UNDERWAY ACTION: Add Leading Pedestrian Intervals (LPI) to signalized intersections. An LPI is a 3-7 second pedestrian-only phase that gives pedestrians a head start, with the effect that turning vehicles are more likely to see and yield to those pedestrians already in the crosswalk.				
<ul style="list-style-type: none"> Review signalized intersections on severe crash corridors to identify candidates for adding Leading Pedestrian Intervals and all-walk phases Add LPIs and all-walk phases to the signal timing at suitable intersections Add all-walk phases to signalized intersections near schools during intake and dismissal periods 	Start: Summer 2017 Completion: Summer 2019	<ul style="list-style-type: none"> FDOT Hillsborough County Local municipalities 	<ul style="list-style-type: none"> MPO 	Depending upon the specific capabilities of signal timing, it can be possible to add LPIs to many intersections with very little time and effort.

**GOAL 2:****IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY,
PARTICULARLY FOR VULNERABLE USERS**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ LONG-TERM ACTION : 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				
<ul style="list-style-type: none">• Identify corridors for implementation• Plan for implementation at the next good opportunity, such as the next scheduled roadway resurfacing or reconstruction project	Start: Summer 2017 Completion: Summer 2019	<ul style="list-style-type: none">• FDOT• Hillsborough County• Local municipalities	<ul style="list-style-type: none">• MPO	Other than minor design effort, there are essentially no additional resources required

ONE MESSAGE, MANY VOICES

GOAL 1:

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

The success of Vision Zero relies on the support and backing of a broad base of people, from the public up to elected officials. There are different methods of reaching different audiences. These different methods should be identified, along with the appropriate messages for each audience. Social media will be a useful tool in reaching a broad range of people, but in-person outreach also needs to occur across the county to develop Vision Zero champions throughout.

How We Measure Success...

1 Number of Facebook Followers

2 Number of Vision Zero Events Held

3 Continued Involvement of Vision Zero Coalition

4 Number of social media engagements - tweets, posts, news articles



Vision Zero Hillsborough
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Events

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Share a photo or video

Advertise your business

Start a Live Video

Get phone calls

Help people find your business

Create an event

Create an offer

Write a note

Vision Zero Hillsborough

Published by Christine Du Chelas Acosta (P) · August 12 at 7:35pm ·

A major step in the right direction. "If you're not working on speed, you're not working on Vision Zero." Leah Shalum, Vision Zero Network

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Visitor Posts

Mark O'Brien
April 23 at 10:53am ·

Please look at my video on a way to improve school bus safety

Like Comment Message

Beth Aiden
January 5 at 8:44am ·

Tune in next week for the latest update of the national "Dangerous By Design" report.

1 Like

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GOAL 1: / INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: Develop a broad-based marketing strategy to influence behavior and create support for Vision Zero				
<ul style="list-style-type: none"> • Form an organizing committee to plan the summit • Identify venue and date for summit • Formalize purpose and desired outcomes of summit • Identify guest speakers, break out groups, and format of the summit • Identify sponsors 	Start: Summer 2017 Completion: On-going	<ul style="list-style-type: none"> • MPO • FDOT 	<ul style="list-style-type: none"> • Cox Media • Walk Bike Tampa • Bike Walk Tampa Bay • Media partners (Tampa Bay Times, 83 Degrees Media, news media stations) • Hillsborough Area Regional Transit (HART) • AARP • AAA 	Alert Today, Alive Tomorrow campaign by FDOT HART safety messages on buses
UNDERWAY ACTION: Create and sustain a Facebook page to broaden the reach of the Vision Zero message				
<ul style="list-style-type: none"> • Continue providing updates and posting relevant information • Grow the number of followers and the number of shares and likes on posts • Identify data points that jump out and resonate with people and use them in infographics on Facebook posts • Develop a long-term plan for continuing to manage the Facebook page 	Start: Underway Completion: on-going	<ul style="list-style-type: none"> • MPO • Walk Bike Tampa 	<ul style="list-style-type: none"> • Vision Zero Coalition members to share page and spread the word 	Staff time to keep the page updated
UNDERWAY ACTION: Meet with community leaders to recruit their support				
<ul style="list-style-type: none"> • Develop list of community leaders to speak with about Vision Zero • Identify ways they can be involved and provide support • Identify speaking opportunities and develop appropriate talking points to their backgrounds 	Start: Underway Completion: End of 2017	<ul style="list-style-type: none"> • Walk Bike Tampa 	<ul style="list-style-type: none"> • MPO 	Staff time to schedule and attend meetings

GOAL 1: INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ UNDERWAY ACTION: Hold a Tampa Bay Safe Streets Summit				
<ul style="list-style-type: none"> • Form an organizing committee to plan the summit • Identify venue and date for summit • Formalize purpose and desired outcomes of summit • Identify guest speakers, break out groups, and format of the summit • Identify sponsors 	Start: Planning underway Completion: Summit held February 2018	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • Vision Zero Coalition • Walk Bike Tampa • Bike Walk Tampa Bay 	Staff resources
▶ UNDERWAY ACTION: Create an asset map of local traffic safety coalitions to share resources and consistent messaging				
<ul style="list-style-type: none"> • Begin documenting the various groups in Hillsborough County with efforts that fall in line with Vision Zero. Bike Walk Tampa Bay started a list of these partner groups that can be built from. • Identify points of contact for each of these organizations/agencies • Develop a strategy for rallying these organizations around the common theme of Vision Zero and methods for regularly communicating new programs/initiatives/events and sharing new resources, studies, reports 	Start: Underway Completion: On-going	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • FDOT • Bike Walk Tampa Bay • Hillsborough County • City of Tampa • City of Temple Terrace • City of Plant City 	Staff time to develop asset map
▶ MID-TERM ACTION: Create a Speakers Bureau with a calendar of speaking engagements				
<ul style="list-style-type: none"> • Identify people willing to participate as a speaker, reflecting a broad range of stakeholders (high-profile business people, community leaders, teachers, government employees/officials) • Recruit Vision Zero Coalition members to join the Speakers Bureau • Provide training on how to frame the message • Develop a calendar of speakers and who they should be presenting to (elected boards, community groups, neighborhood groups, schools, etc.) and who will present at which 	Start: Mid-2017 Completion: Summer 2019	<ul style="list-style-type: none"> • MPO • AARP 	<ul style="list-style-type: none"> • Walk Bike Tampa • Vision Zero Coalition members • University of South Florida, Center for Urban Transportation Research 	Staff time to schedule and attend engagements; coordinating speakers bureau

GOAL 1: / INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ LONG-TERM ACTION : Incorporate Vision Zero into City Of Tampa Neighborhood University Curriculum				
<ul style="list-style-type: none"> • Coordinate with City of Tampa staff on incorporating Vision Zero into the curriculum • Train City staff in presenting the Vision Zero PowerPoint • Develop ways of engaging neighborhoods in Vision Zero and empowering neighborhood leaders around 	<p>Start: Discuss with City staff by Summer 2017</p> <p>Completion: Incorporate into curriculum by mid-2018</p>	<ul style="list-style-type: none"> • City of Tampa Neighborhoods Department 	<ul style="list-style-type: none"> • Walk Bike Tampa • MPO 	Staff resources
▶ LONG-TERM ACTION : Provide governmental staff an orientation on Vision Zero to integrate it into the lexicon and institutional knowledge of all government departments and agencies				
<ul style="list-style-type: none"> • Appoint a staff person to lead this effort to represent each of the associated governmental entities: MPO, Hillsborough County, Tampa, Temple Terrace, and Plant City • MPO staff provide an overview and orientation to the appointed staff persons • Government agencies schedule and conduct orientations for various departments 	<p>Start: Appoint government staff representative by end of 2017</p> <p>Completion: Provide Vision Zero Orientation to all government agency departments by Summer 2018</p>	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Tampa-appointed staff person • Temple Terrace-appointed staff person • Plant City-appointed staff person 	Staff resources
▶ LONG-TERM ACTION : Incorporate Vision Zero into elementary, middle, and high school curriculum				
<ul style="list-style-type: none"> • Develop a school-based one or two-hour class that is provided to students at all levels • Identify the curriculum and messages to cover • Work with the School Board to determine a strategy for incorporating this short class into the school year • Determine method for providing the class, whether through teach trainings or large-scale auditorium arrangements 	<p>Start: Begin conversation with School Board by end of 2017</p> <p>Completion: Implement class strategy for 2018-2019 school year</p>	<ul style="list-style-type: none"> • Hillsborough County School Board 	<ul style="list-style-type: none"> • MPO 	Staff resources

GOAL 1: / INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ LONG-TERM ACTION : Develop a coordinated program to brand Vision Zero-consistent projects to heighten safety awareness				
<ul style="list-style-type: none"> • Brand Vision Zero consistent projects through temporary “pop-up” branding in Vision Zero corridors and paid advertising strategies such as bill boards, bus stop ads, safety educational stickers, etc. 	Start: Spring 2018 Completion: On-going	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • MPO • HART 	Staff resources, production of sign and other branding elements

ONE MESSAGE, MANY VOICES

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

Families of victims need a support system; other cities have created groups that provide an outlet for families suffering from loss and the opportunity to connect with other families in similar situations. By bringing these people together, it strengthens their voice to share their stories and influence lawmakers and the public. The stories of loved ones lost to traffic violence should be shared to remind people that their actions on the roadways have real consequences. This is to change the culture to understand that the high number of traffic fatalities is no longer status quo and accepted.

How We Measure Success...

1 Number of events held honoring victims

2 Families for Safe Streets chapter is established

3 Walk or march is held and becomes annual event

4 Stories of victims are shared when a fatality occurs





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

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: Create a Families for Safe Streets chapter				
<ul style="list-style-type: none"> • Identify or recruit someone to lead this effort and to recruit additional members • Review the organizational structure that other cities have formed in setting up their chapters • Work with hospitals to inform families of victims of traffic violence about this group 	Start: Immediately Completion: Formed by end of 2017	<ul style="list-style-type: none"> • Walk Bike Tampa 	<ul style="list-style-type: none"> • Mothers Against Drunk Driving (MADD) • Hospital trauma units • Fire Rescue and other first responders 	Staff time
UNDERWAY ACTION: Attend Tampa General Hospital's Day of Remembrance for Trauma Victims in May 2017				
<ul style="list-style-type: none"> • Prepare materials to share • Provide methods for victims and their families to get engaged in this effort 	Start: Underway Completion: May 2017	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • Walk Bike Tampa 	Staff time
MID-TERM ACTION: Hold a press conference on Vision Zero with families of victims of traffic violence				
<ul style="list-style-type: none"> • Identify the appropriate time, forum and purpose for the press conference • Invite family members of victims of traffic violence to the press conference • Invite various press from different mediums 	Start: Begin planning Summer 2017 Completion: August 22, 2017 , to coincide with final Vision Zero Coalition workshop	<ul style="list-style-type: none"> • MPO • Walk Bike Tampa 	<ul style="list-style-type: none"> • Bike Walk Tampa Bay • Media partners (Tampa Bay Times, Cox Media, 83 Degrees Media, news media stations) 	Staff time

**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**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ LONG-TERM ACTION : Hold a march or walk in remembrance of those who have lost their lives due to traffic violence (November 18 is the World Day of Remembrance for Road Traffic Victims)				
<ul style="list-style-type: none"> • Organize a planning committee • Identify route for march • Secure permission from City of Tampa/Hillsborough County • Coordinate with Families for Safe Streets chapter • Publicize the event in the media to encourage people to attend • Secure sponsorships 	Start: Planning summer / early fall 2017 Completion: March held on Nov 18, 2017 and occurs annually	<ul style="list-style-type: none"> • MPO • Walk Bike Tampa 	<ul style="list-style-type: none"> • Families for Safe Streets (when organized) • City of Tampa • Hillsborough County 	Staff and volunteer resources
▶ LONG-TERM ACTION: 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				
<ul style="list-style-type: none"> • Review police crash reports • Create a formal letter to provide to hospitals for distribution to families of victims to make them aware of the Families for Safe Streets chapter 	Start: Fall 2017 Completion: Method identified and implemented by end of 2018	<ul style="list-style-type: none"> • Walk Bike Tampa 	<ul style="list-style-type: none"> • Hospital trauma units • Media • Families for Safe Streets (when organized) 	Staff resources
▶ LONG-TERM ACTION: Create a website page or Facebook page remembering victims of traffic violence "Traffic violence doesn't discriminate"				
<ul style="list-style-type: none"> • Gain permission from victims' families to include them on website • Setup website • Update regularly • Share and present to elected officials to request their continuing support on Vision Zero and traffic safety 	Start: Begin identifying victims and contacting families late 2017 Completion: On-going	<ul style="list-style-type: none"> • Walk Bike Tampa 	<ul style="list-style-type: none"> • Families for Safe Streets (when organized) • MADD 	Staff resources

CONSISTENT & FAIR

GOAL 1:

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

Traffic enforcement is routinely conducted by numerous agencies within Hillsborough County, including the Hillsborough County Sheriff's Office, City of Tampa Police, City of Temple Terrace Police, City of Plant City Police, and Florida Highway Patrol. Despite these ongoing efforts, the need for traffic enforcement is greater than the availability of law enforcement resources. There may be opportunities to increase the impact of existing efforts by coordinating and publicizing traffic enforcement activities. This could be done through integration with an existing committee structure, such as the Community Traffic Safety Team.

How We Measure Success...

1 Media coverage of Task Force formation and periodic activities

2 Increases in positive public perception of increased traffic enforcement

3 Positive changes in road user behavior on targeted corridors



GOAL 1: / LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: Support legislation that strengthens consistent and fair enforcement of traffic laws				
<ul style="list-style-type: none"> • Support the use and development of technologies that seek to create safer vehicles and roadway conditions that foster improved safety for the traveling public • Review other states' legislation providing higher fines in safety-priority areas; see Virginia Highway Safety Corridors as an example • Review outcomes of red light running camera deployment in Florida • Review proposals for making electronic distraction a primary offense • Review outcomes of speed camera deployment in other states • Develop talking points • Consult with legislators • Engage stakeholders and interest groups 	Start: Underway Completion: Spring 2020	<ul style="list-style-type: none"> • MPO • Hillsborough County Sheriff's Office 	<ul style="list-style-type: none"> • Local government legislative affairs officers, • Law Enforcement Agencies 	Staff time
UNDERWAY ACTION: Engage law enforcement and the Community Traffic Safety Team (CTST) in Vision Zero initiative				
<ul style="list-style-type: none"> • Recruit and expand the involvement of area law enforcement agencies into Vision Zero • Convene CTST workshop on Vision Zero • Draft framework, including purpose and planned activities, to strengthen the data-driven and community-oriented approach to enforcement 	Start/Complete: Fall 2017	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • FHP • HCSO • TPD • FDOT • Other Law Enforcement Agencies 	<ul style="list-style-type: none"> • Staff time, meeting space • "Arrive Alive" Campaign

GOAL 1: / LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
MID-TERM ACTION: Develop and implement Media Plan to announce CTST Vision Zero initiative and publicize its periodic enforcement activities				
<ul style="list-style-type: none"> • Convene periodic meetings of Public Information Officers (PIOs) from Law Enforcement Agencies (LEAs), MPO, and county/cities • Develop Media Plan and approach for community-oriented enforcement news events • Prepare sample media advisory 	Start: Fall 2017 Completion: Ongoing	<ul style="list-style-type: none"> • Interested PIO • MPO 	<ul style="list-style-type: none"> • CTST members • Public Information Officers (PIOs) from Law Enforcement Agencies • County • Cities 	Staff time, meeting space
MID-TERM ACTION : Identify hazardous school crossings for the School Crossing Program				
<ul style="list-style-type: none"> • Identify roadway crossing locations near schools that are classified as having hazardous walking conditions, as defined by state statute 	Start: Fall 2017 Completion: Ongoing	<ul style="list-style-type: none"> • Hillsborough County School District • HCSO 	<ul style="list-style-type: none"> • MPO • Other Law Enforcement Agencies 	School Crossing Program funds DDACS
MID-TERM ACTION : Expand the data-driven approach to support the Vision Zero efforts and address more topics in traffic law enforcement				
<ul style="list-style-type: none"> • Review the current deployment and potential unfunded needs for the School Crossing Guard program • Encourage law enforcement partners to incorporate the use of data-driven analytics and road safety assessments within each of their respective traffic safety programs • Provide training opportunities for all Vision Zero partners, both public and private, that encourage the use of data-driven analytics and road safety assessments • Assist smaller jurisdictions • Address other topics as they arise 	Start: Fall 2017 Completion: Spring 2018	<ul style="list-style-type: none"> • MPO • HCSO 	<ul style="list-style-type: none"> • Hillsborough County School District • TPD Community Resource Meetings • TPD Citizens Review Board • Other area Law Enforcement Agencies 	DDACS

CONSISTENT & FAIR

GOAL 2: ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

Geospatial analysis of fatal and serious injury crash data identifies specific corridors in Hillsborough County with substantial numbers of fatal and serious injury crashes. Designating such locations as Vision Zero Corridors with conspicuous traffic signs can alert road users to safety concerns and raise awareness of targeted traffic enforcement.

How We Measure Success...

1 Media coverage of Vision Zero Corridor designations

2 Law enforcement officer deployments to Vision Zero corridors

3 Decreased number of severe crashes occurring on identified Vision Zero corridors

4 Long-term reductions in fatal and serious injury crashes on targeted corridors





GOAL 2: ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: 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				
<ul style="list-style-type: none"> • Encourage law enforcement partners to provide law enforcement resources of those locations most often affected by fatality and serious injury crashes • Prepare and review geospatial data for fatal and serious injury crashes • Identify a limited number of corridors with substantial numbers of fatal and serious injury crashes • Document in Vision Zero Action Plan 	Start: Underway Completion: Summer 2017	<ul style="list-style-type: none"> • MPO • Hillsborough County Sheriff's Office 	<ul style="list-style-type: none"> • Vision Zero Coalition 	Staff time
MID-TERM ACTION: Ensure that Vision Zero corridors are perceived as fair & consistent, and sensitive to concerns among minority communities regarding policing practices				
<ul style="list-style-type: none"> • Form stakeholder committees to provide more focused attention and input into each of the designated Vision Zero corridors • Organize “Open Streets” events to encourage community members to rebuild pride-of-place in high-crash corridors. Incorporate art and play 	Start: Fall 2017 Completion: Ongoing	<ul style="list-style-type: none"> • MPO • Local government neighborhood relations officers • Walk-Bike Tampa • Bike/Walk Tampa Bay 	<ul style="list-style-type: none"> • Area law enforcement agencies • TPD Community Resource Meetings • TPD Citizens Review Board • Civic groups in affected areas 	Staff time
MID-TERM ACTION: Develop a signing strategy to be implemented on Vision Zero corridors, including messages that traffic laws are strictly enforced				
<ul style="list-style-type: none"> • Work with Community Traffic Safety Team to identify key themes and messages • Develop graphics either in-house or with consultant support • Test public response with Vision Zero Corridor stakeholder groups 	Start: Fall 2017 Completion: Winter 2018	<ul style="list-style-type: none"> • MPO • FDOT 	<ul style="list-style-type: none"> • Area law enforcement agencies 	<ul style="list-style-type: none"> • Staff time • Cost to fabricate and install signs

2 GOAL 2: / ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ LONG-TERM ACTION : Announce designation of Vision Zero corridors				
<ul style="list-style-type: none"> • Build on Media Plan drafted for Goal 1 • Prepare media advisory • Provide photos of corridor signs and map of locations for use by media • Conduct pre-deployment interviews • Inform/invite stakeholders 	Start/complete: Winter 2018	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • Public Information Officers (PIOs) from law enforcement agencies • TPD Community Resource Meetings • TPD Citizens Review Board 	<ul style="list-style-type: none"> • Staff time
▶ LONG-TERM ACTION : Conduct targeted enforcement details				
<ul style="list-style-type: none"> • Refine geospatial data to target specific locations, times of day, and contributing factors in the designated Vision Zero Corridors • Develop a schedule of enforcement details in coordination with the “Open Streets” events • Conduct targeted enforcement details • Identify potential grant funding • Closely monitor outcomes for fairness and consistency. If needed, make adjustments without delay 	Start: Winter 2018 Completion: Ongoing	<ul style="list-style-type: none"> • Hillsborough County Sheriff’s Office • Tampa Police Dept. 	<ul style="list-style-type: none"> • MPO • Civic groups in affected areas 	<ul style="list-style-type: none"> • Staff time • DDACS

THE FUTURE WILL NOT BE LIKE THE PAST

GOAL 1:

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

A culture of transportation safety is evolving in Hillsborough County. State and local policies and procedures are an important aspect of and foundation for this cultural shift. New and re-constructed roads will be built by state and local government, and in many cases, private developers. The actions and initiatives below provide strategies to provide safer travel conditions through enhanced policies, standards, programs and procedures.

How We Measure Success...

1

Transportation manuals and local government LDCs routinely reviewed and amended

2

FDOT Design Standard Index 600 Series updated to include bicycle considerations in MOT plans

3

Training program and curriculum developed and training sessions conducted

4

Establish context classifications for major roads



GOAL 1: / UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: Enhance requirements in local Land Development Codes (LDC) related to safe and connected transportation facility design				
<ul style="list-style-type: none"> • Review current local LDCs through a Vision Zero lens to define opportunities to improve safety and multimodal connectivity • Recommend guidelines for the installation of mid-block crossings concurrent with higher-density developments along major roads • In collaboration with agency stakeholders and the development community, define one or two focus areas for enhanced LDC provisions related to safe, connected and accessible transportation facilities • Amend LDCs to include enhanced provisions 	Start: Fall 2017 Completion: Fall 2018	<ul style="list-style-type: none"> • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • Planning Commission • MPO • Developer representatives 	Staff time
MID-TERM ACTION: Enhance requirements in transportation technical manuals related to safe and connected transportation facility design				
<ul style="list-style-type: none"> • Within the ongoing review cycles of technical manuals, define opportunities to improve transportation safety and connectivity • Meet with development community and other Vision Zero stakeholders for input and perspectives • Define opportunities to enhance provisions in technical manuals related to safe, connected and accessible transportation facilities • Amend technical manuals to include enhanced provisions 	Start: Fall 2017 Completion: On-going	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • MPO • Developer representatives 	Staff time
MID-TERM ACTION: Revisit and update Maintenance of Traffic (MOT) Plan policies related to bicyclist and pedestrian mobility considerations				
<ul style="list-style-type: none"> • Convene periodic meetings of Public Information Officers (PIOs) from Law Enforcement Agencies (LEAs), MPO, and county/cities • Develop Media Plan and approach for community-oriented enforcement news events • Prepare sample media advisory 	Start: Fall 2017 Completion: Fall 2018	<ul style="list-style-type: none"> • FDOT 	<ul style="list-style-type: none"> • Hillsborough County • Local municipalities 	Staff resources

GOAL 1: UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
MID-TERM ACTION : Provide professional training opportunities for safe, context supportive and flexible roadway design				
<ul style="list-style-type: none"> • Review training materials and reference manuals from state and national sources • Identify qualified instructors to deliver training • Identify target audience and develop training program • Define opportunities to integrate training program into existing FDOT and FHWA safety training programs • Schedule, market and conduct training sessions 	Start: Fall 2017 Completion: On-going	<ul style="list-style-type: none"> • MPO 	<ul style="list-style-type: none"> • FDOT • Local chapters of professional engineering, planning and related organizations 	Staff resources and instructor fees
LONG-TERM ACTION : Develop context classifications and target speeds within identified Vision Zero corridors, consistent with FDOT Complete Street guidelines				
<ul style="list-style-type: none"> • Define land use context classifications for various place types/ transects in identified Vision Zero Corridors • Build on FDOT Complete Streets guidance to support designing roads and setting target speeds appropriate to the context • Implement context supportive roadway designs and adjust target speeds appropriate to the context 	Start: Early 2018 Completion: On-going	<ul style="list-style-type: none"> • Hillsborough City-County Planning Commission • Local municipalities 	<ul style="list-style-type: none"> • MPO • FDOT • Hillsborough County 	Staff resources

THE FUTURE WILL NOT BE LIKE THE PAST

GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

Poor lighting, facility design, and inadequate access are contributing factors to serious crashes involving all users of the transportation system. Over the past five years, nearly one-quarter of all fatal crashes and almost 40 percent of fatal crashes involving people walking in Hillsborough County occurred at night or in low-light situations. Moreover, many fatal crashes in the county occur on roadways with no or inadequate bicycle and pedestrian facilities. The lack of safe, accessible and connected facilities contributes to bad travel behavior that result in fatalities and serious injury.

How We Measure Success...

1

Number of lighting improvement projects in high crash corridors funded in state and local capital improvement plans

2

Number of transit stop accessibility improvement plans developed and funded in state and local capital improvement plans

3

Number of new bicycle and pedestrian facility projects identified and funded

4

Number of modern roundabouts funded in state and local capital improvement plans



5 Dedicated funding program for roundabouts established

6 Reduction in number of crashes at identified high-crash locations

**GOAL 2:****CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
PRIORITY VISION ZERO ACTION: Install new LED lighting or retrofit existing lighting in corridors with high crash occurrences under dark or unlit conditions				
<ul style="list-style-type: none"> • Define and prioritize needed lighting improvements based on severe crash occurrences • Prepare cost estimates for five priority corridors and incorporate lighting improvements into agency budgets and improvement plans 	Start: Summer 2017 Completion: Summer 2019	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • TECO 	Highway Safety Improvement Program (HSIP) funds for lighting installation; local funding for lighting retrofit
MID-TERM ACTION: Improve safe access to high activity bus stops with high numbers of severe crashes involving people walking and biking				
<ul style="list-style-type: none"> • Evaluate the causes of pedestrian fatalities and serious injuries at identified priority transit stops with high boardings/alightings and high numbers of pedestrian and bicycle crashes • Define safety and access improvement plan at each transit stop. Consider mid-block pedestrian actuated and signalized crossings and bus stop placement • Prepare cost estimates for five priority transit stop locations and incorporate improvements into agency budgets and improvement plans 	Start: Winter 2017 Completion: Summer 2019	<ul style="list-style-type: none"> • Hillsborough Area Regional Transit Authority (HART) 	<ul style="list-style-type: none"> • MPO • FDOT • Hillsborough County • Local municipalities 	Various federal, state and local funding

**GOAL 2:****CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES**

	TIMEFRAME	TAKING THE LEAD	PROVIDING SUPPORT	RESOURCES
▶ LONG-TERM ACTION: 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				
<ul style="list-style-type: none"> • Revisit local walk/bike safety plans in Hillsborough County, City of Tampa and City of Plant City to track progress towards implementing the recommendations for new bicycle and pedestrian facilities • Identify other needed bicycle and pedestrian facilities based on current crash data to address unsafe travel conditions • Prepare cost estimates for five priority bicycle facilities and five priority pedestrian facilities and incorporate improvements into agency budgets and improvement plans • Identify opportunities to integrate implementation of improvements into resurfacing or other capital improvement projects 	Start: Winter 2017 Completion: Summer 2020	<ul style="list-style-type: none"> • Hillsborough County • Local municipalities • FDOT 	<ul style="list-style-type: none"> • MPO 	Various federal, state and local funding sources
▶ LONG-TERM ACTION : Evaluate implementation of modern roundabouts at intersections with high crash occurrences				
<ul style="list-style-type: none"> • Prioritize high severe crash locations for potential implementation of modern roundabouts • Use the screening criteria in Chapter 7 of the Florida Intersection Design Guide (2015) to evaluate the viability of potential intersection conversions to modern roundabouts • Prepare cost estimates for intersection conversions at five priority locations and incorporate improvements into agency budgets and improvement plans 	Start: Winter 2017 Completion: Summer 2020	<ul style="list-style-type: none"> • FDOT • Hillsborough County • Local municipalities 	<ul style="list-style-type: none"> • MPO 	Various federal, state and local funding sources

SAFE STREETS NOW



VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY



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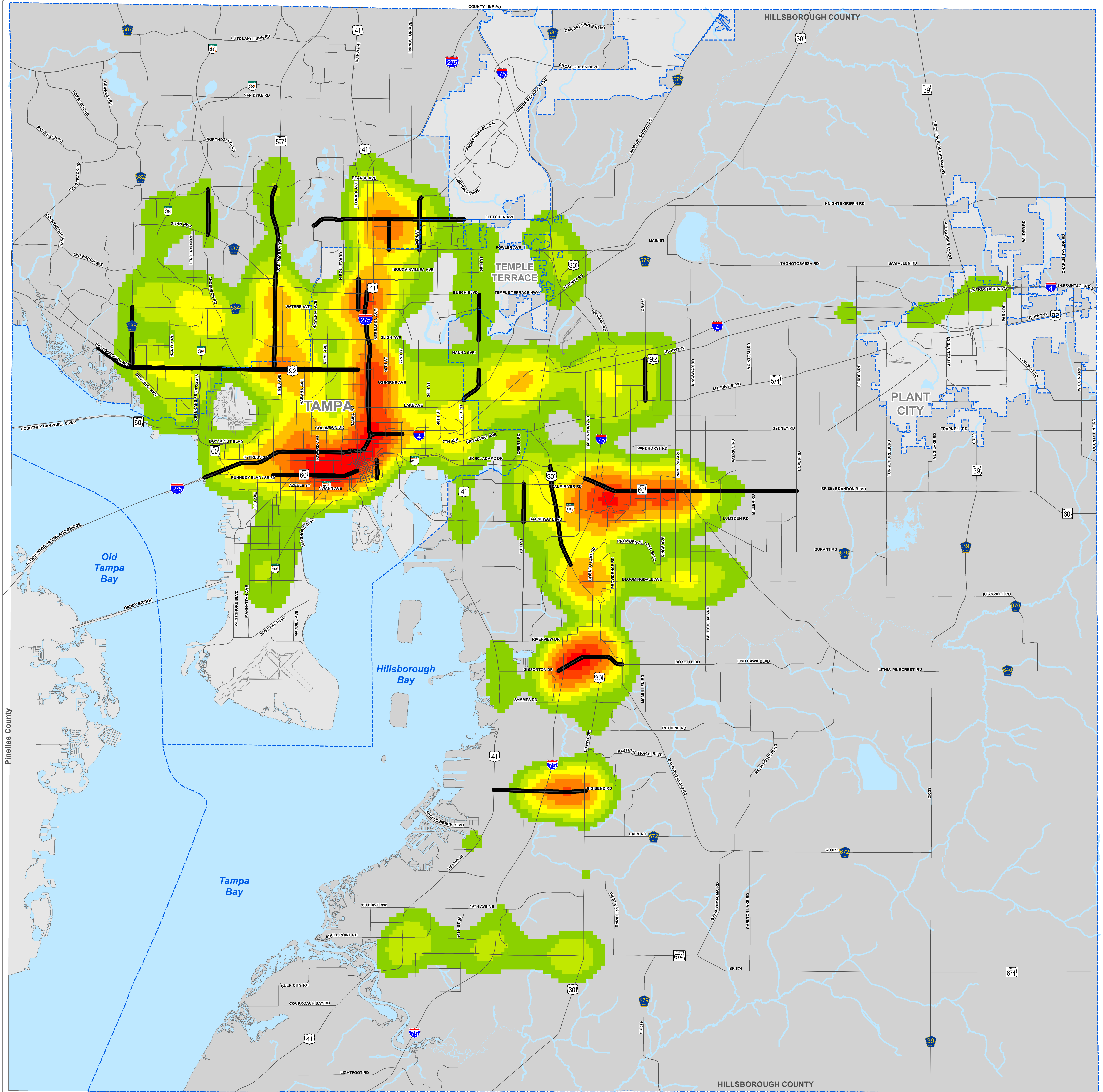


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Vision Zero Action Plan

Severe Crash Corridor Profiles (2012-2016)



HILLSBOROUGH COUNTY, FLORIDA
HIGH CRASH SPOTS

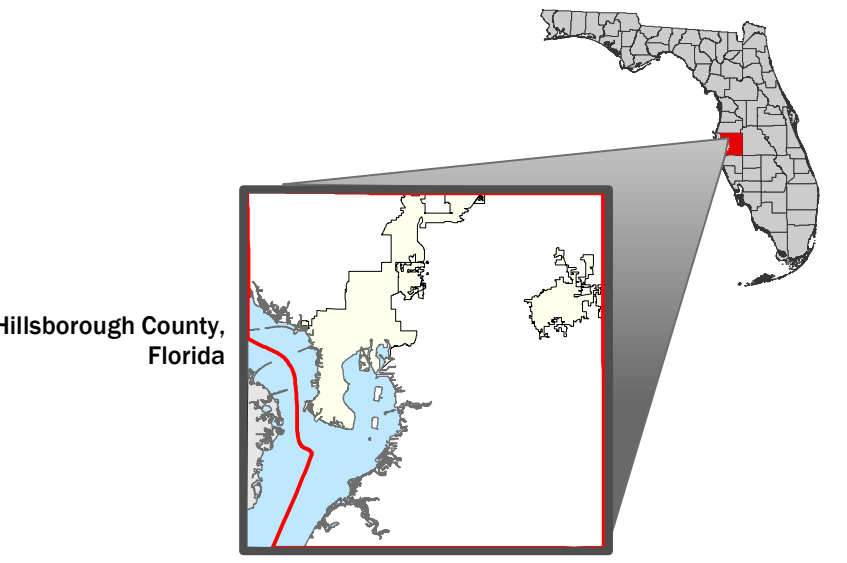


LEGEND

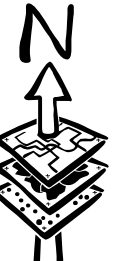
- VISION ZERO TOP 20 HIGH INJURY NETWORK DESIGNATED (2012 - 2016)
- High : 150 - 200 SEVERE INJURY CRASHES 2014 - 2018
- Low : 1 - 60
- CITY LIMIT
- COUNTY BOUNDARY
- MAJOR ROADS
- AIRPORTS
- BAY & WATER
- CREEKS, STREAMS, RIVERS
- PINELLAS COUNTY
- TEMPLE TERRACE
- HILLSBOROUGH COUNTY
- PLANT CITY
- TAMPA

SEVERE INJURY CRASHES = CRITICALLY INJURED AND FATALITIES

LOCATOR MAP AND REFERENCE INFORMATION



CORRIDORS: Vision Zero Top 20 High Crash Network 2012 - 2016.
HEAT LAYER: COMS High Crash Spots 2014 - 2018
JURISDICTIONAL AREAS: Updated by plan amendment. Effective to present.
URBAN SERVICE AREA BOUNDARIES: Hillsborough County City-County Planning Commission. Effective to present.
MAJOR ROADS: Metropolitan Planning Organization Long Range Transportation Plan. See Adopted MPO Long Range Transportation Plan for specific improvements.
ACCURACY: It is intended that the accuracy of the base map comply with U.S. map accuracy standards. However, such accuracy is not guaranteed by the Hillsborough County City-County Planning Commission.
REPRODUCTION: This sheet may not be reproduced in part or full for sale to anyone without specific approval of the Hillsborough County City-County Planning Commission.



0 0.75 1.5 3 4.5 6 Miles

Author: Mathier
Date: 3/22/2019

Path: G:\gisroot\Projects\Rogers\Crash Data\Vision_Zero_2019\2019_Vision_Zero_Top_20_Corridors.mxd

PlanHillsborough.org

Overview & Methodology

This companion report to the Vision Zero Action Plan provides a snapshot of the characteristics and crash factors for each of the top 20 Vision Zero Severe Crash Corridors. These corridors comprise four percent of road miles in Hillsborough County, yet they account for 19 percent of the severe crashes. These corridor profiles provide some insights into the corridor characteristics, types of crashes most prevalent, crash locations, and what factors may be influencing the high rates of fatalities and injuries. Crash data from 2012 to 2016 was analyzed to identify the corridors with the greatest occurrences of severe crashes per mile. Severe crashes are defined as crashes involving a fatality or incapacitating injury. Countywide severe crash averages are used for comparison.

School-Age Student High Crash Areas

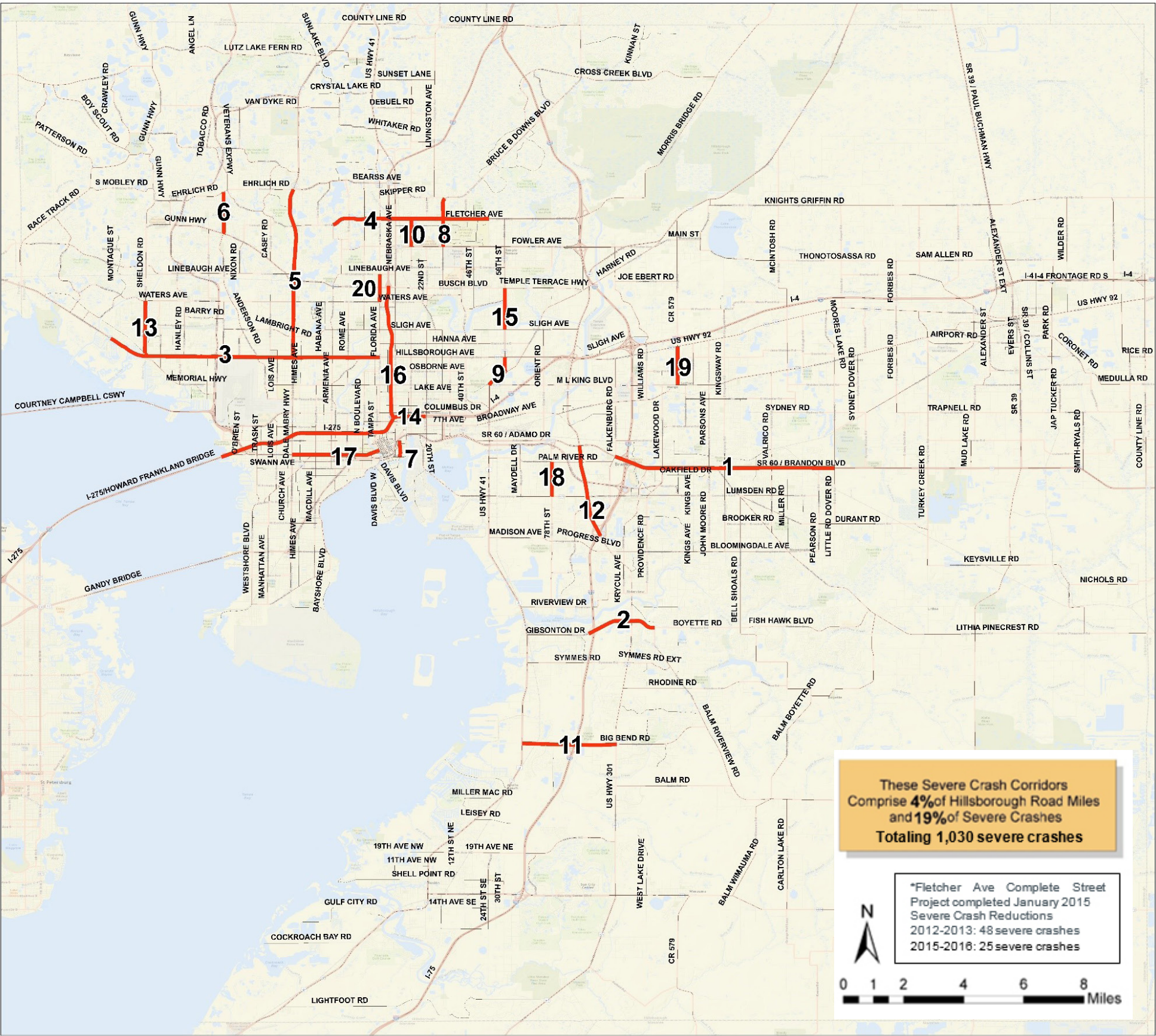
As part of this analysis, each severe crash corridor was evaluated to identify those that occur near schools that experience a high number of crashes involving students walking or biking to school. The school bussing program picks up students who reside outside of a two-mile radius of their school. Students living within the two-mile radius of their schools do not qualify for the courtesy bussing, and must either be driven, walk, or bike to their school. The following table summarizes the schools within a two-mile radius of the severe crash corridors.

Severe Crash Corridor	School-Age Student High Crash Schools
Brandon Blvd from Falkenburg Rd to Dover Rd	Mann Middle School, Brandon High School, Bloomingdale High School
Gibson Dr/Boyette Rd from I-75 to Balm Riverview Rd	Riverview High School
Dale Mabry Hwy from Hillsborough Ave to Bearss Ave	Mendenhall Elementary School, Adams Middle School, Pierce Middle School, Chamberlain High School, Leto High School, Gaither High School
Meridian Ave from Channelside Dr to Twiggs St	Blake High School
Bruce B. Downs from Fowler Ave to Bearss Ave	Sulphur Springs Elementary, Sulphur Springs Middle School, Van Buren Middle School
50th St from MLK Blvd to Hillsborough Ave	James Elementary School, Middleton High School
15th St from Fowler Ave to Fletcher Ave	Sulphur Springs Elementary, Sulphur Springs Middle School, Van Buren Middle School
Sheldon Rd from Hillsborough Ave to Waters Ave	Webb Middle School, Alonso High School
I-4 from I-275 to 22nd St	Memorial Middle School, Middleton High School, Hillsborough High School, Blake High School
I-275 from Howard Frankland Bridge to Busch Blvd	Sulphur Springs Elementary, Mabry Elementary, Mendenhall Elementary, Memorial Middle School, Coleman Middle School, Pierce Middle School, Sligh Middle School, Sulphur Springs Middle School, Van Buren Middle School, Middleton High School, Hillsborough High School, Blake High School
56th St from Sligh Ave to Busch Blvd	James Elementary, King High School
Hillsborough Ave from Longboat Blvd to Florida Ave	Mendenhall Elementary, Memorial Middle, Webb Middle, Sligh Middle, Leto High School, Alonso High School
Kennedy Blvd from Dale Mabry Hwy to Ashley Dr	Mabry Elementary, Coleman Middle, Plant High School, Blake High School
Mango Rd from MLK Blvd to US 92	Armwood High School
Florida Ave from Waters to Linebaugh Ave	Sulphur Springs Elementary, Sulphur Springs Middle, Van Buren Middle, Hillsborough High School

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 Falkenburg Rd to Dover Rd (7.18 miles)**
180 crashes (25 crashes per mile)
- Gibson Dr/Boyette Rd from I-75 to Balm Riverview Rd (2.33 miles)**
49 crashes (21 crashes per mile)
- Hillsborough Ave from Longboat Blvd to Florida Ave (8.87 miles)**
176 crashes (19.8 crashes per mile)
- Fletcher Ave from Armenia Ave to 50th St (5.09 miles)**
100 crashes (19.6 crashes per mile)*
- Dale Mabry from Hillsborough Ave to Bearss Ave (6.17 miles)**
116 crashes (18.8 crashes per mile)
- Lynn Turner from Gunn Hwy to Ehrlich Rd (1.51 miles)**
28 crashes (18.5 crashes per mile)
- Meridian Ave from Channelside Dr to Twiggs St (0.6 miles)**
11 crashes (18.3 crashes per mile)
- Bruce B. Downs from Fowler Ave to Bearss Ave (1.77 miles)**
32 crashes (18.1 crashes per mile)
- 50th St from MLK Blvd to Hillsborough Ave (1.24 miles)**
22 crashes (17.7 crashes per mile)
- 15th St from Fowler Ave to Fletcher Ave (1.02 miles)**
18 crashes (17.6 crashes per mile)
- Big Bend Rd from U.S. 41 to I-75 (3.07 miles)**
51 crashes (16.6 crashes per mile)
- U.S. 301 from I-75 to Adamo Dr (3.39 miles)**
55 crashes (16.2 crashes per mile)
- Sheldon Rd from Hillsborough Ave to Waters Ave (2.04 miles)**
33 crashes (16.2 crashes per mile)
- I-4 from I-275 to 22nd St (1.08 miles)**
17 crashes (15.7 crashes per mile)
- 56th St from Sligh Ave to Busch Blvd (1.51 miles)**
23 crashes (15.2 crashes per mile)
- I-275 from Howard Frankland Bridge to Busch Blvd (10.86 miles)**
164 crashes (15.1 crashes per mile)
- Kennedy Blvd from Dale Mabry Hwy to Ashley Dr (2.85 miles)**
43 crashes (15.1 crashes per mile)
- 78th St from Causeway Blvd to Palm River Rd (1.26 miles)**
19 crashes (15.1 crashes per mile)
- CR 579 / Mango Rd from MLK Blvd to U.S. 92 (1.4 miles)**
21 crashes (15 crashes per mile)
- Florida Ave from Waters Ave to Linebaugh Ave (1.01 miles)**
15 crashes (14.9 crashes per mile)



1. Brandon Blvd (SR 60)

From Falkenburg Rd to Dover Rd

Posted Speed: 45 - 50 mph | **Number of Through Lanes:** 4-8 | **VMT:** 463,964

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

Length: 7.18 miles | **Total Severe Crashes:** 180 (25 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 180 severe crashes occurred on Brandon Blvd, of which 11 resulted in fatalities and 169 resulted in incapacitating injuries. This corridor has the highest number of severe crashes per mile among the Top 20 Vision Zero severe crash corridors.
- The patterns of severe crashes along this corridor were similar to countywide severe crash averages, including crash type; the percent of severe crashes that involved pedestrians, bicyclists, and motorcycles; and major crash causes, such as speeding, failure to yield ROW, and intoxication.
- Many of the crashes occur between Lakewood Dr and Parsons Ave, specifically at intersections.
- This is a heavily-trafficked suburban corridor with many shopping plazas and driveways that create greater opportunity for crashes involving turning movements of drivers going to or leaving the destinations along the corridor.
- Wikimap users noted sidewalk gaps, missing sidewalks, missing crosswalks, and low lighting at night, raising safety concerns for people walking or biking along this corridor.



2. Gibsonton Dr/Boyette Rd

From I-75 to Balm Riverview Rd

Posted Speed: 45 mph | **Number of Through Lanes:** 4-6 | **VMT:** 79,720

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

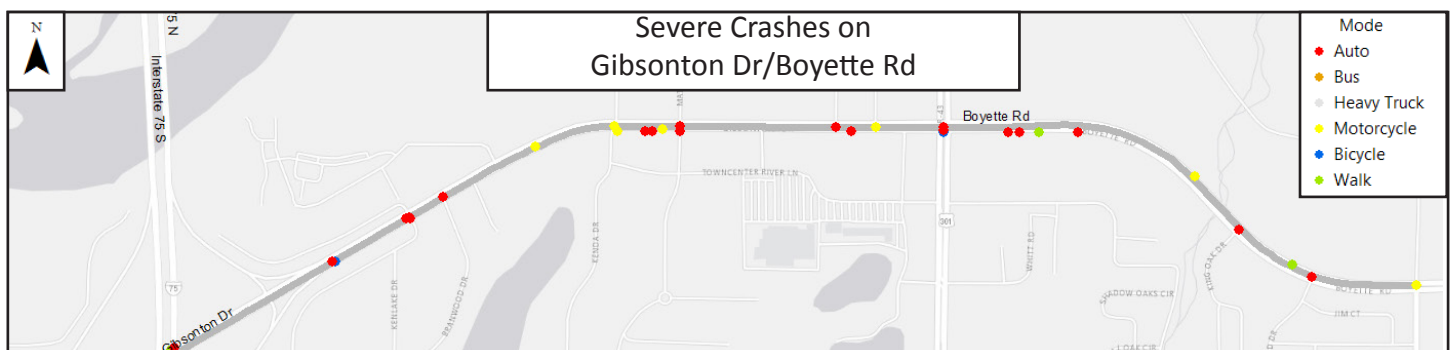
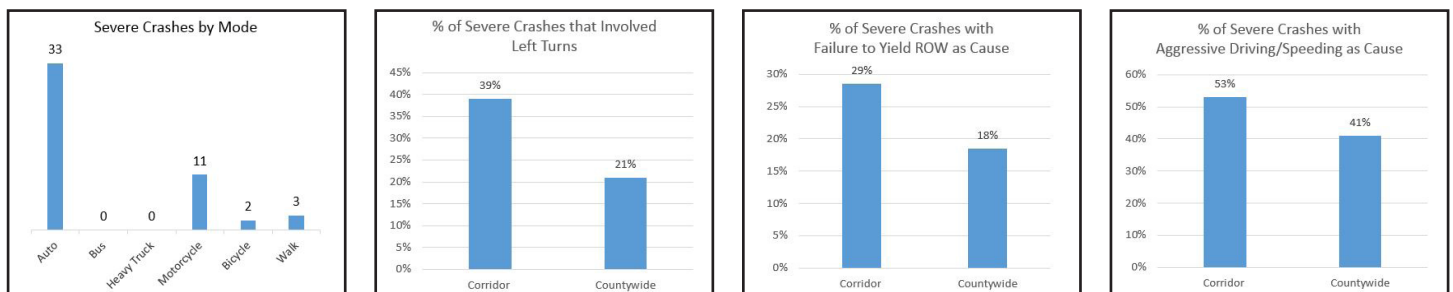
Length: 2.33 miles | **Total Severe Crashes:** 49 (21 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 49 severe crashes occurred on Gibsonton Dr/Boyette Rd, of which seven (7) resulted in fatalities and 42 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Gibsonton Dr/Boyette Rd were more likely to involve left turns, motorcycles, and involve aggressive driving and/or speeding, or failure to yield as a cause.
- 28% of severe crashes involved motorcycles, compared to 14% countywide.
- 39% of severe crashes involved left turns, compared to 21% countywide.
- 29% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- 53% of severe crashes were coded by law enforcement as having aggressive driving and/or speeding as a cause, compared to 41% countywide.



3. Hillsborough Ave (SR 580)

From Longboat Blvd to Florida Ave

Posted Speed: 45 - 55 mph | Number of Through Lanes: 6 | VMT: 528,719

Bus Route: Yes | School-Age Student High-Crash Area: Yes

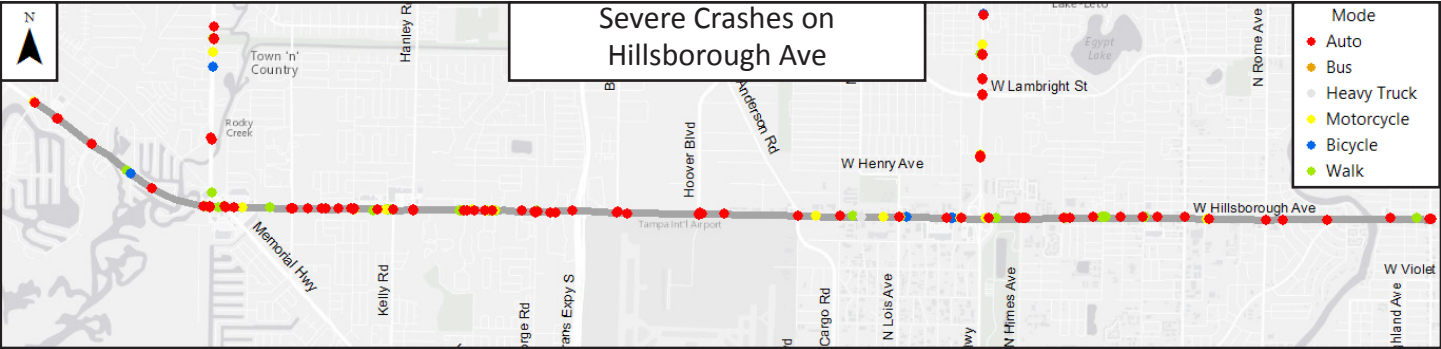
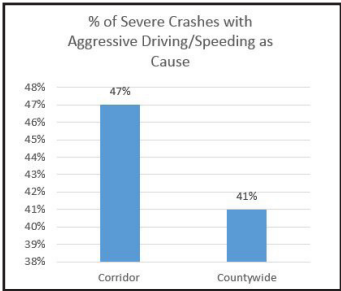
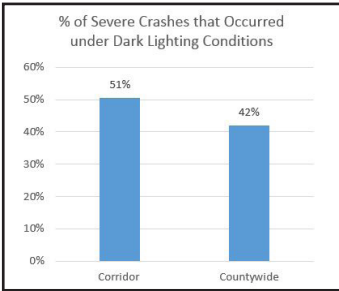
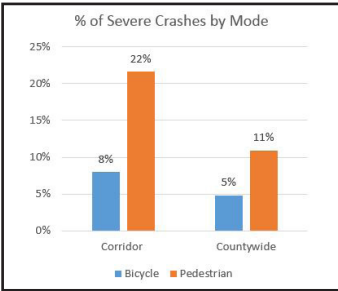
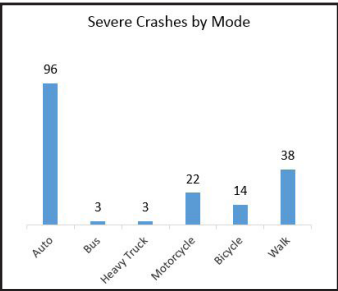
Length: 8.87 miles | Total Severe Crashes: 176 (19.8 per mile)

General Surrounding Land Use: Urban General, mix of uses set within small blocks with a well-connected road network. East & West of Dale Mabry Hwy transforming to suburban with shopping plazas.



Key Crash Findings

- During 2012 to 2016, a total of 176 severe crashes occurred on Hillsborough Ave, of which 28 resulted in fatalities and 148 resulted in incapacitating injuries. This is the second largest number of severe crashes among the Top 20 Vision Zero severe crash corridors and the largest number of fatal crashes.
- Compared to countywide severe crash averages, severe crashes along Hillsborough Ave were more likely to occur at night; involve bicyclists, pedestrians, or motorcyclists; and involve aggressive driving/speeding or intoxication as a cause.
- 51% of severe crashes on this corridor occurred under dark lighting conditions, compared to 42% of severe crashes countywide.
- 30% of severe crashes involved either pedestrians or bicyclists, compared with 16% countywide. Wikimap users noted the need for improved pedestrian crossings including additional crosswalks and brighter crosswalk markings on this corridor.
- 47% of severe crashes were coded by law enforcement as having aggressive driving and/or speeding as a cause, compared to 41% countywide.



4. Fletcher Ave (CR 582A)

From Armenia Ave to 50th St

Posted Speed: 35 - 50 mph | **Number of Through Lanes:** 4 | **VMT:** 196,990

Bus Route: Yes | **School-Age Student High-Crash area:** No

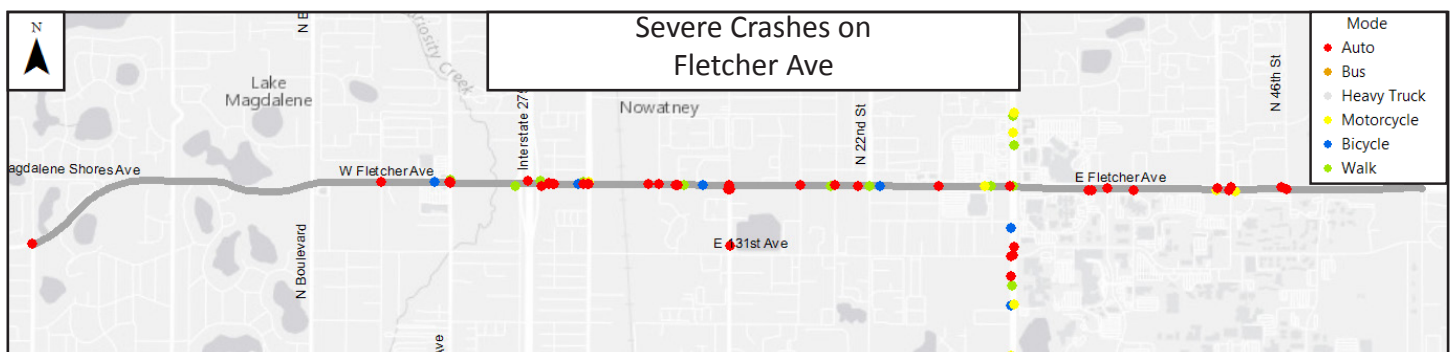
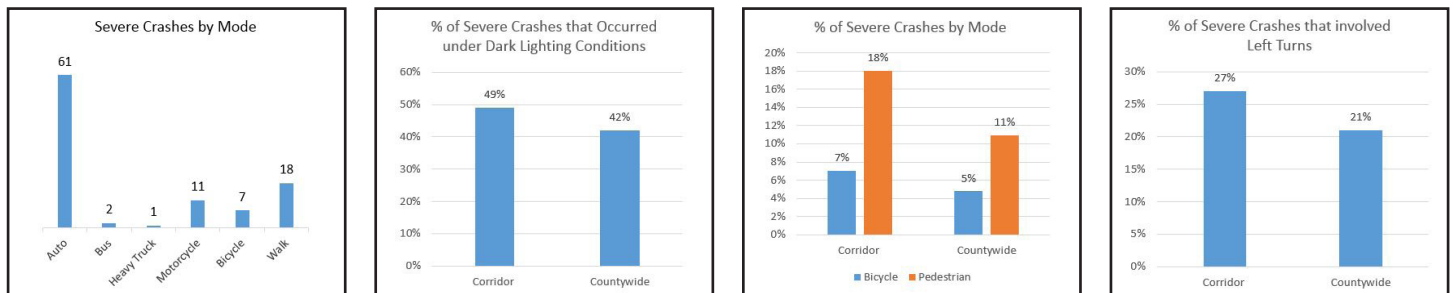
Length: 5.09 miles | **Total Severe Crashes:** 100 (19.6 per mile)

General Surrounding Land Use: Suburban, with shopping plazas and residential subdivisions transforming to urban with apartment, medical complexes and major university at east end.



Key Crash Findings

- During 2012 to 2016, a total of 100 severe crashes occurred on Fletcher Ave, of which eight (8) resulted in fatalities and 92 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Fletcher Ave were more likely to occur at night; involve pedestrians and bicyclists; involve left turns; and involve failure to yield as a cause.
- 25% of severe crashes involved either pedestrians or bicyclists, compared to 16% countywide. Wikimap users noted unsafe pedestrian behavior while crossing at the newly installed crosswalks as an issue.
- 49% of severe crashes occurred during dark lighting conditions, compared to 42% countywide.
- 27% of severe crashes involved left turns, compared to 21% countywide.
- 26% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- Wikimap users noted safety concerns about pedestrian behavior while crossing at the newly installed crosswalks as an issue.



5. Dale Mabry Hwy (SR 597)

From Hillsborough Ave to Bearss Ave

Posted Speed: 45 mph | **Number of Through Lanes:** 6 | **VMT:** 430,798

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

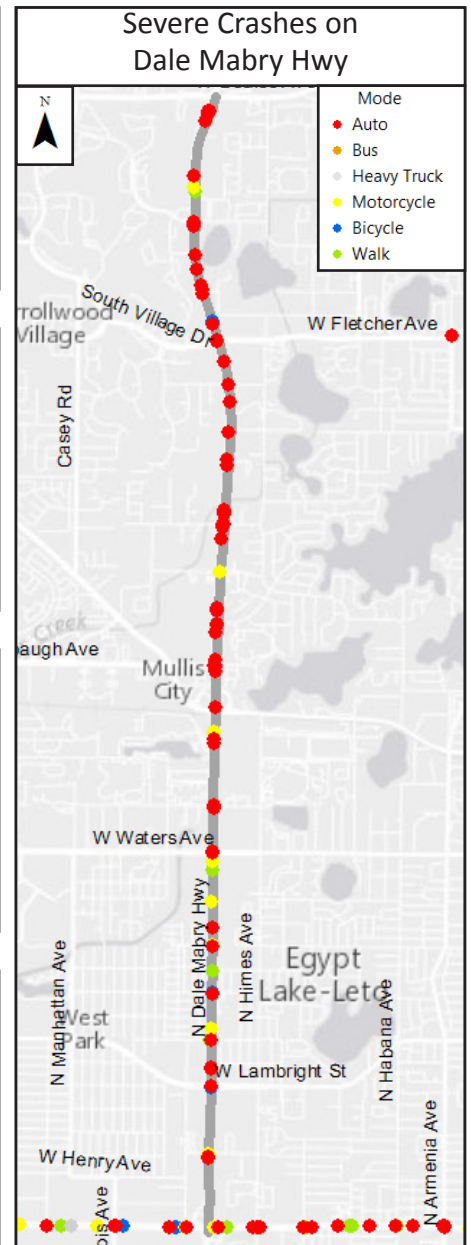
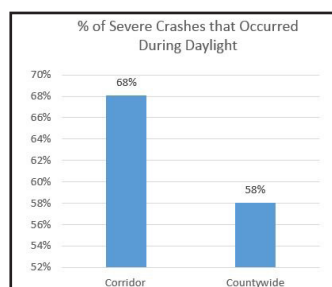
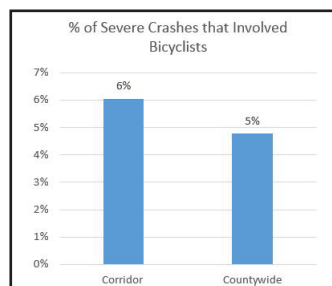
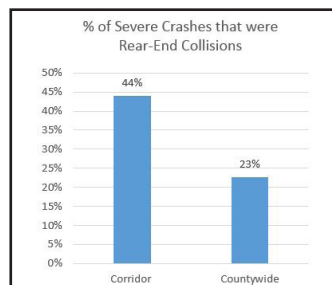
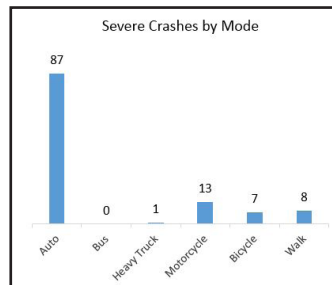
Length: 6.17 miles | **Total Severe Crashes:** 116 (18.8 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 116 severe crashes occurred on Dale Mabry Hwy, of which six (6) resulted in fatalities and 110 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Dale Mabry Hwy were more likely to occur during daylight hours; involve bicyclists; and involve rear-end collisions.
- 44% of severe crashes involved rear-end collisions, compared to 23% countywide.
- 6% of severe crashes involved bicyclists, compared to 5% countywide.
- 68% of severe crashes occurred during daylight hours, compared to 58% countywide.
- 12 intersections accounted for 80% of the severe crashes, with the highest number occurring at Fletcher Ave/Village Dr.
- Wikimap users noted sidewalk gaps, limited safe bicycle facilities, and vehicle turning movements as issues on this corridor.



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

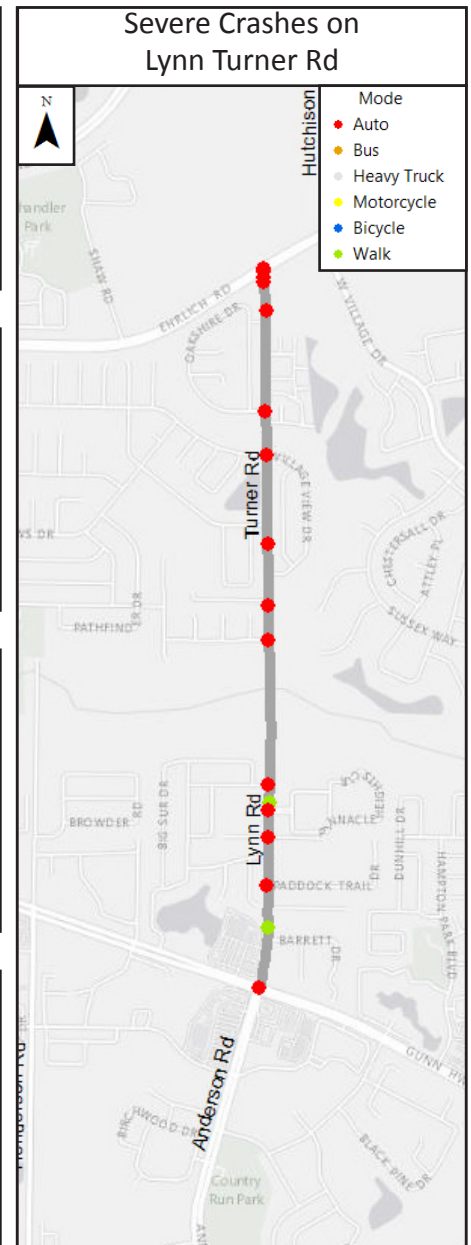
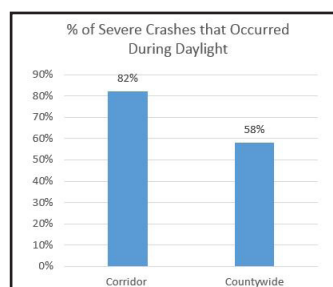
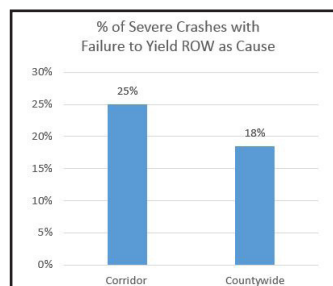
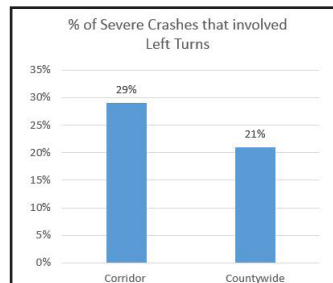
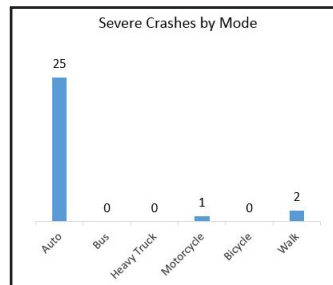
Length: 1.51 miles | **Total Severe Crashes:** 28 (18.5 per mile)

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



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.



7. Meridian Ave

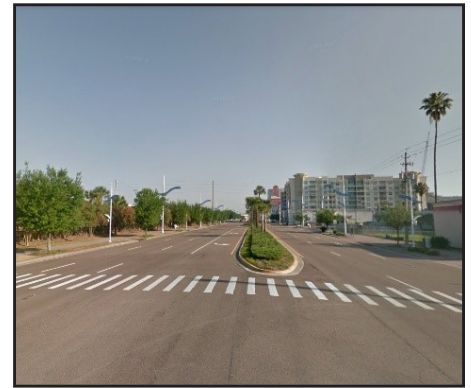
From Channelside Dr to Twiggs St

Posted Speed: 35 mph | Number of Through Lanes: 4-6 | VMT: 10,240

Bus Route: Yes | School-Age Student High-Crash area: Yes

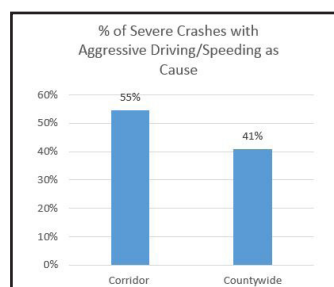
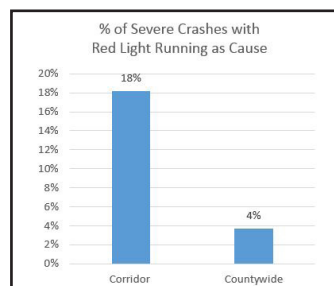
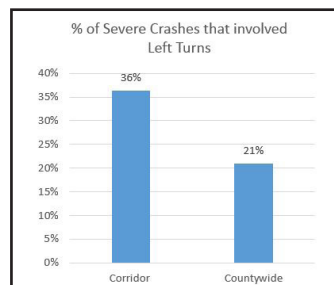
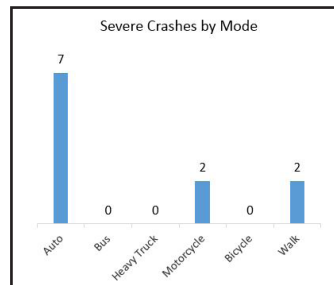
Length: 0.6 miles | Total Severe Crashes: 11 (18.3 per mile)

General Surrounding Land Use: High density downtown area, with six story condos, ground floor retail, and major tourist attractions at south end.



Key Crash Findings

- During 2012 to 2016, a total of 11 severe crashes occurred on Meridian Ave, of which none (0) resulted in fatalities and 11 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Meridian Ave were more likely to involve pedestrians or motorcycles; involve left turns; and involve red light running or aggressive driving/speeding as a cause.
- 18% of severe crashes (2 out of 11) involved pedestrians, compared to 11% countywide. Wikimap users noted drivers not yielding to pedestrians in crosswalks as a major issue on this corridor.
- 18% of severe crashes (2 out of 11) involved motorcycles, compared to 14% countywide.
- 18% of severe crashes (2 out of 11) involved red light running, compared to 4% countywide.
- 36% of severe crashes (4 out of 11) involved left turns, compared to 21% countywide.
- 55% of severe crashes (6 out of 11) were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% countywide.



8. Bruce B. Downs Blvd (CR 581)

From Fowler Ave to Bearss Ave

Posted Speed: 45 mph | **Number of Through Lanes:** 6 | **VMT:** 304,083

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

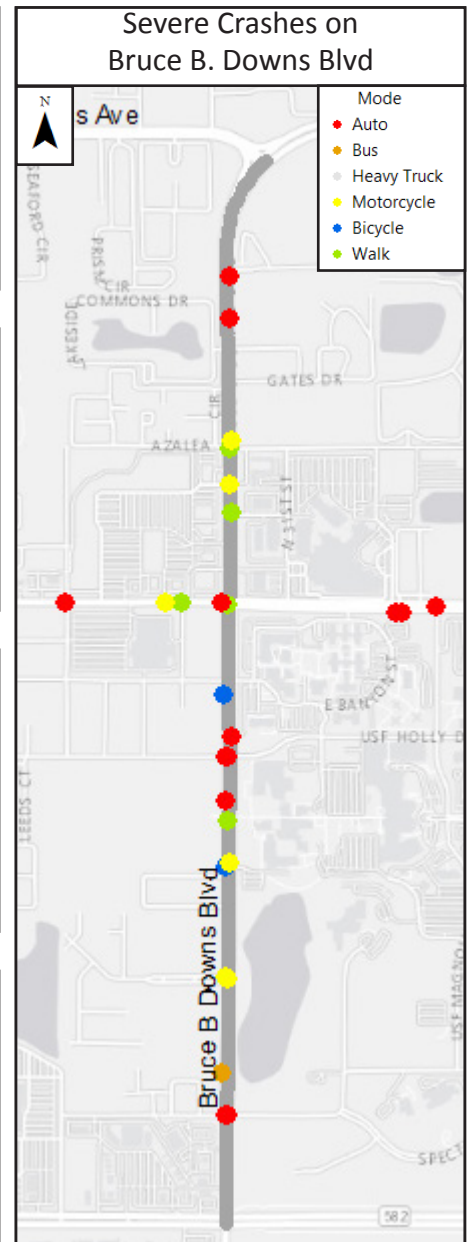
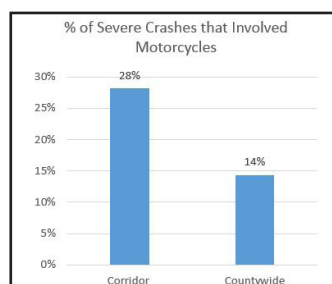
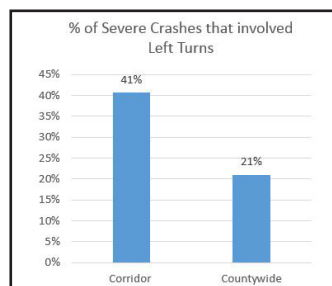
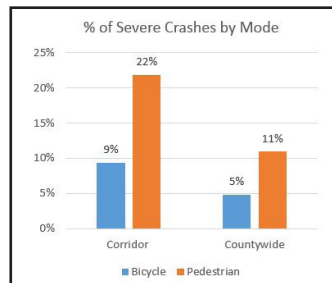
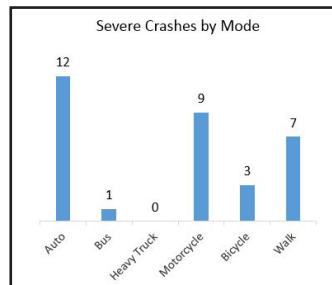
Length: 1.77 miles | **Total Severe Crashes:** 32 (18.1 per mile)

General Surrounding Land Use: Urban, with shopping plazas, apartment, Medical complexes, and major university.



Key Crash Findings

- During 2012 to 2016, a total of 32 severe crashes occurred on Bruce B. Downs Blvd, of which five (5) resulted in fatalities and 28 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Bruce B. Downs Blvd were more likely to occur during the daytime; involve pedestrians, bicyclists, and motorcycles; involve left-turning vehicles; and involve failure to yield the right-of-way as a cause.
- 31% of severe crashes involved pedestrians and bicyclists, compared to 16% countywide. Wikimap users noted sidewalk gaps or no sidewalks as an issue on this corridor.
- 28% of severe crashes involved motorcycles, compared to 14% countywide.
- 41% of severe crashes involved left turns, compared to 21% countywide.
- 41% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- 78% of severe crashes occurred during daylight hours, compared to 58% countywide.



9. N 50th St | N 56th St

From SR 574 to Hillsborough Ave

Posted Speed: 45 - 50 mph | **Number of Through Lanes:** 4 | **VMT:** 30,380

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

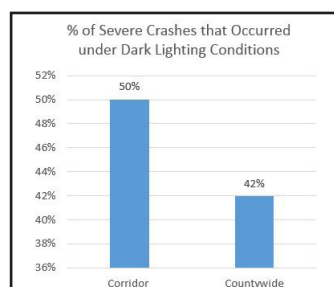
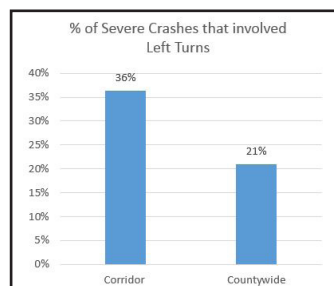
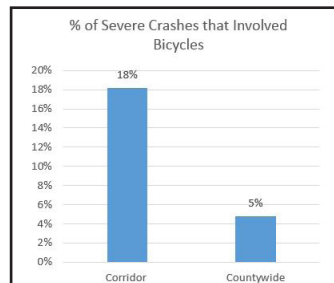
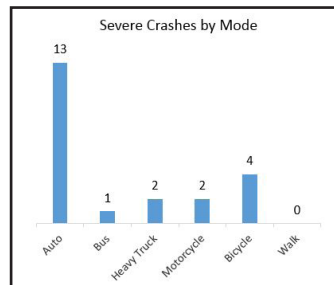
Length: 1.24 miles | **Total Severe Crashes:** 22 (17.7 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 22 severe crashes occurred on N 50th St/N 56th St, of which two (2) resulted in fatalities and 20 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along N 50th St/N 56th St were more likely to occur at night; involve bicyclists; involve left turns; involve rear-end collisions; involve aggressive driving and/or speeding; and involve intoxication as a cause.
- 18% of severe crashes (4 out of 22) involved bicyclists, compared to 5% countywide. Wikimap users noted a lack of bicycle lane connectivity as an issue for this corridor.
- 36% of severe crashes (8 out of 22) involved left turns, compared to 21% countywide.
- 27% of severe crashes (6 out of 22) were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- 45% of severe crashes (10 out of 22) were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% countywide.



10. 15th St

From Fowler Ave to Fletcher Ave

Posted Speed: 30 mph | Number of Through Lanes: 2 | VMT: 10,458

Bus Route: Yes | School-Age Student High-Crash Area: Yes

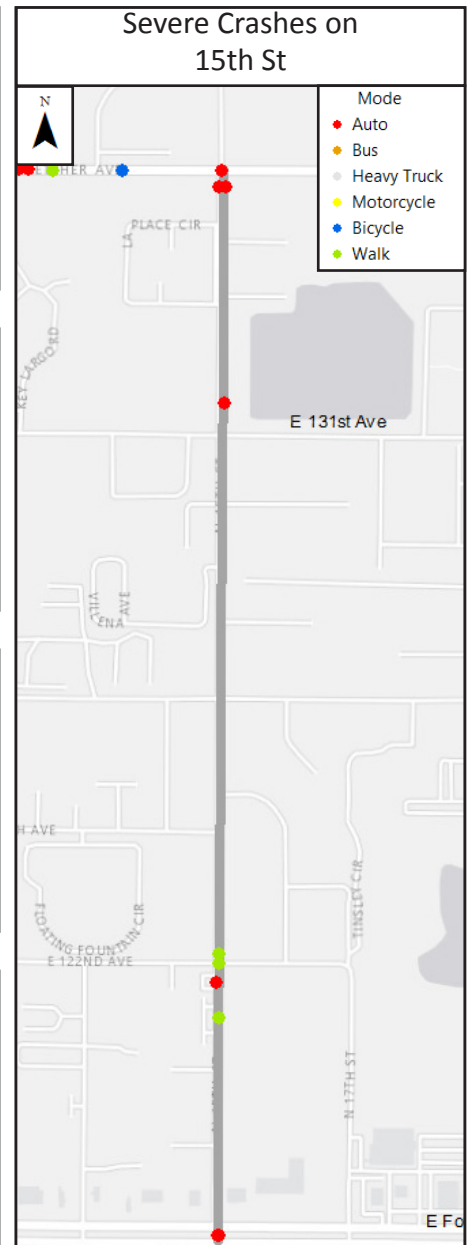
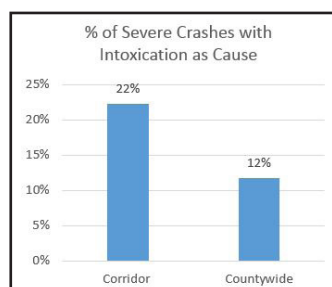
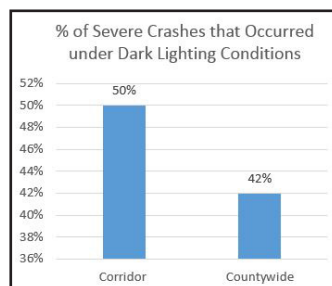
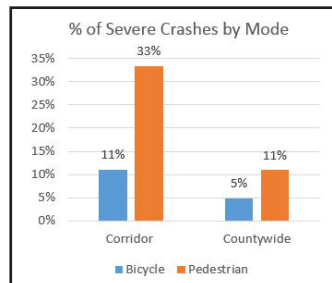
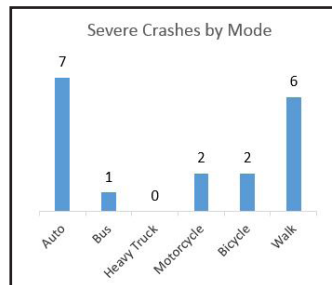
Length: 1.02 miles | Total Severe Crashes: 18 (17.6 per mile)

General Surrounding Land Use: Urban, with shopping plazas, apartments and student housing, a bus transfer center on 131st St and a mall near south end.



Key Crash Findings

- During 2012 to 2016, a total of 18 severe crashes occurred on 15th Street, of which two (2) resulted in fatalities and 16 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along 15th St were more likely to occur at night; involve bicyclists and pedestrians; and involve intoxication as a cause.
- 44% of severe crashes on this corridor (8 out of 18) involved either pedestrians or bicyclists, compared to 16% countywide.
- 50% of severe crashes on this corridor (9 out of 18) occurred under dark lighting conditions, compared to 42% of severe crashes countywide.
- 22% of severe crashes on this corridor (4 out of 18) were coded by law enforcement as involving intoxication as a cause, compared to 12% of severe crashes countywide.



11. Big Bend Rd (CR 672)

From US 41 to I-75

Posted Speed: 55 mph | Number of Through Lanes: 4 | VMT: 72,145

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

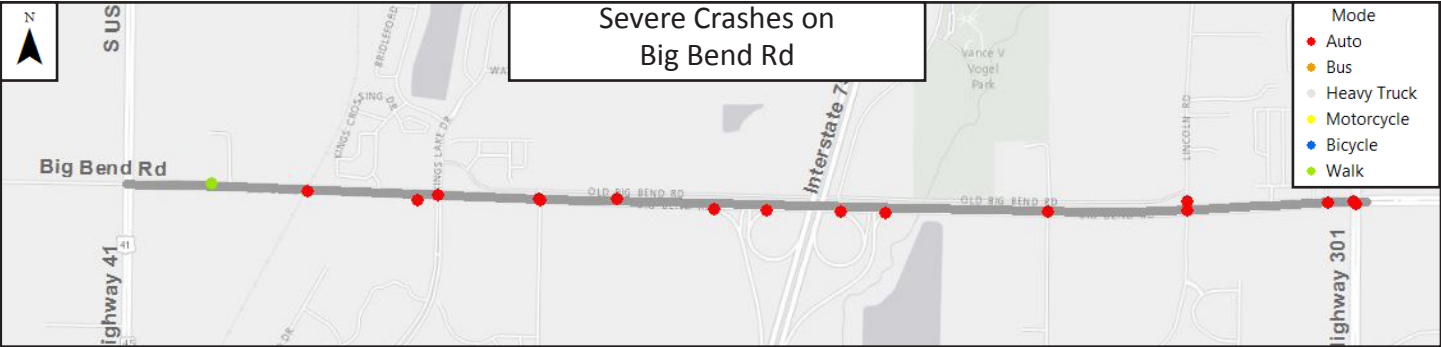
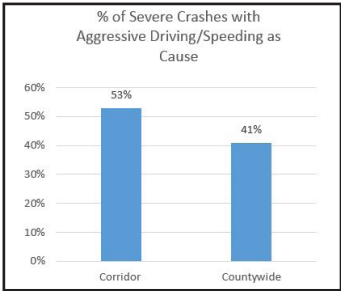
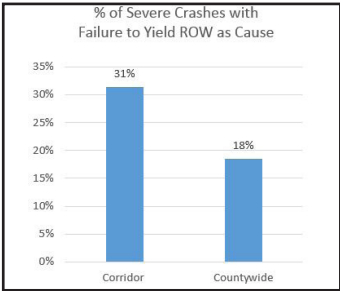
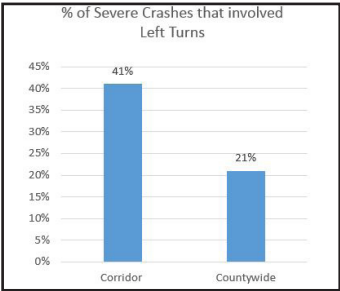
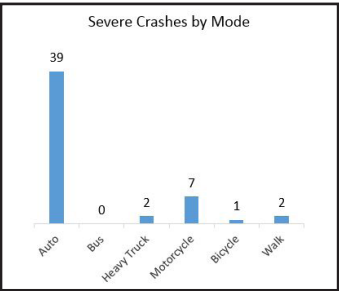
Length: 3.07 miles | Total Severe Crashes: 51 (16.6 per mile)

General Surrounding Land Use: Small concentrations of developed areas surrounded by rural and natural areas



Key Crash Findings

- During 2012 to 2016, a total of 51 severe crashes occurred on Big Bend Rd, of which one (1) resulted in a fatality and 50 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Big Bend Rd were more likely to occur during daylight hours; involve left turns; involve rear-end collisions; and involve failure to yield or aggressive driving/speeding as a cause.
- 41% of severe crashes involved left turns, compared to 21% countywide.
- 27% of severe crashes involved rear-end collisions, compared to 23% countywide.
- 32% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- 53% of severe crashes were coded by law enforcement as having aggressive driving and/or speeding as a cause, compared to 41% countywide.
- Wikimap users noted the need for repaving and restriping the corridor.



12. US 301

From I-75 to Adamo Dr

Posted Speed: 50 mph | **Number of Through Lanes:** 4-6 | **VMT:** 152,792

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

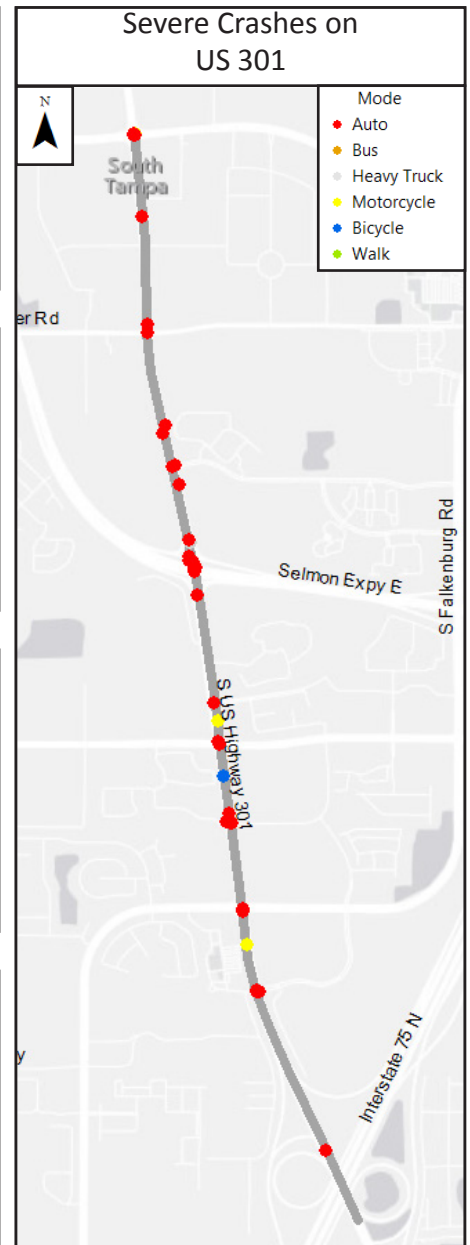
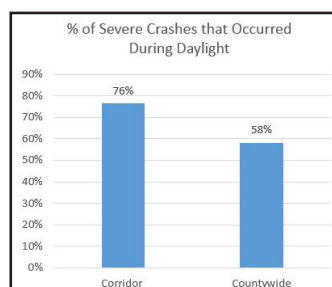
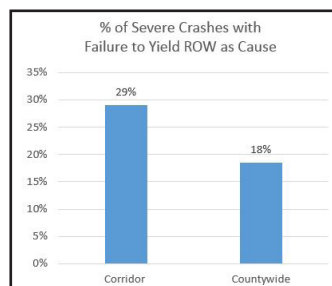
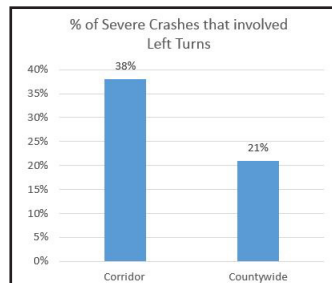
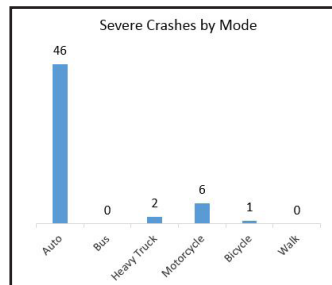
Length: 3.39 miles | **Total Severe Crashes:** 55 (16.2 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 55 severe crashes occurred on US 301, of which three (3) resulted in fatalities and 52 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along US 301 were more likely to occur during daylight hours; involve left turns; involve rear-end collisions; and involve failure to yield the right-of-way as a cause.
- 38% of severe crashes involved left turns, compared to 21% countywide.
- 35% of severe crashes involved rear-end collisions, compared to 23% countywide.
- 76% of severe crashes occurred during daylight hours, compared to 58% countywide.
- 29% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
- 44% of severe crashes were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% countywide.



13. Sheldon Rd (CR 589)

From Hillsborough Ave to Waters Ave

Posted Speed: 45 mph | **Number of Through Lanes:** 4 | **VMT:** 67,448

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

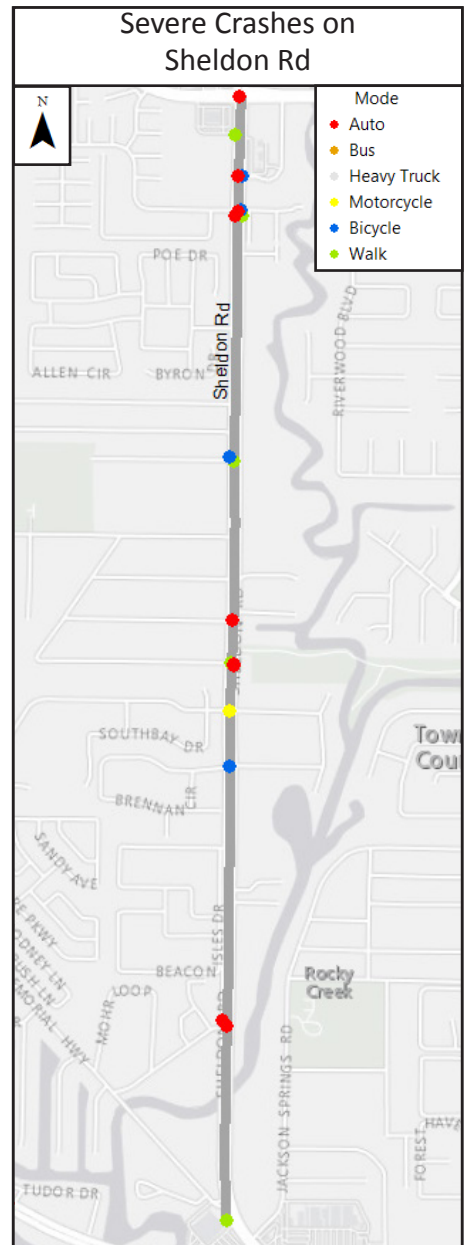
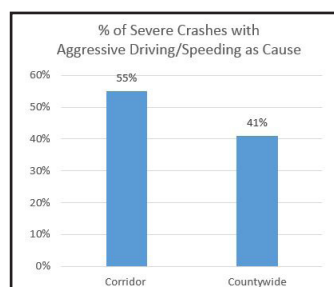
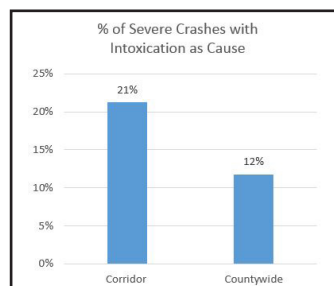
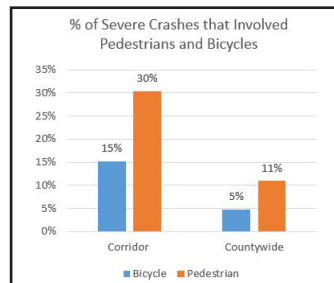
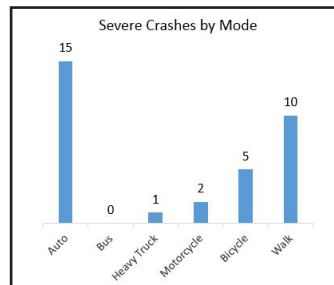
Length: 2.04 miles | **Total Severe Crashes:** 33 (16.2 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 33 severe crashes occurred on Sheldon Rd, of which seven (7) resulted in fatalities and 26 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Sheldon Rd were more likely to occur at night; involve bicyclists and pedestrians; involve aggressive driving and/or speeding, failure to yield, and intoxication as causes.
- 45% of severe crashes on this corridor involved either pedestrians or bicyclists, compared to 16% of severe crashes countywide.
- 55% of severe crashes on this corridor were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% of severe crashes countywide.
- 21% of severe crashes on this corridor were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 12% of severe crashes countywide.
- 30% of severe crashes on this corridor were coded by law enforcement as involving intoxication as a cause, compared to 18% of severe crashes countywide.



14. Interstate 4

From I-275 to 22nd St

Posted Speed: 50 mph | **Number of Through Lanes:** 8 | **VMT:** 189,000

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

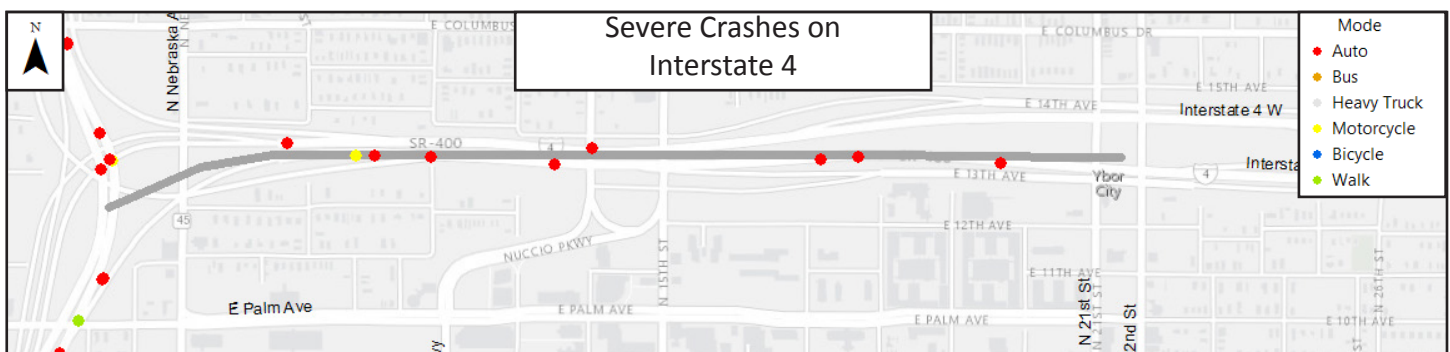
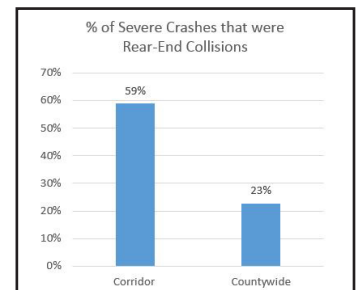
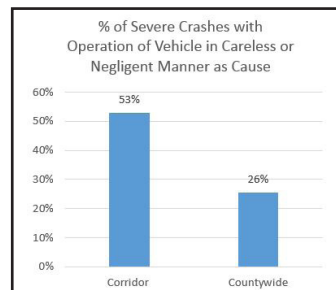
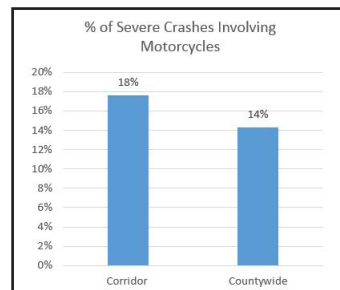
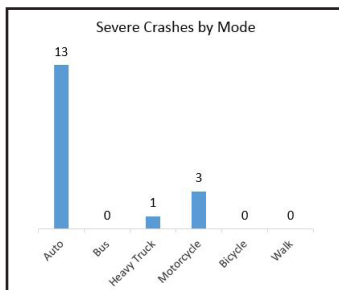
Length: 1.08 miles | **Total Severe Crashes:** 17 (15.7 per mile)

General Surrounding Land Use: Urban General, mix of uses set within small blocks with a limited access to highway



Key Crash Findings

- During 2012 to 2016, a total of 17 severe crashes occurred on I-4, of which one (1) resulted in a fatality and 16 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along I-4 were more likely to involve motorcycles, rear-end collisions, and involve operation of vehicles in a careless or negligent manner as causes.
- 18% of severe crashes on this corridor involved motorcycles, compared to 14% of severe crashes countywide.
- 53% of severe crashes on this corridor were coded by law enforcement as involving operation of vehicles in a careless or negligent manner as a cause, compared to 26% of severe crashes countywide.
- 59% of severe crashes on this corridor were rear-end collisions, compared to 23% of severe crashes countywide.
- The downtown interchange area is flagged on the statewide map of motorcycle crash hot spots.



15. 56th St (CR 583)

From Sligh Ave to Busch Blvd

Posted Speed: 45 mph | **Number of Through Lanes:** 4 | **VMT:** 64,930

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

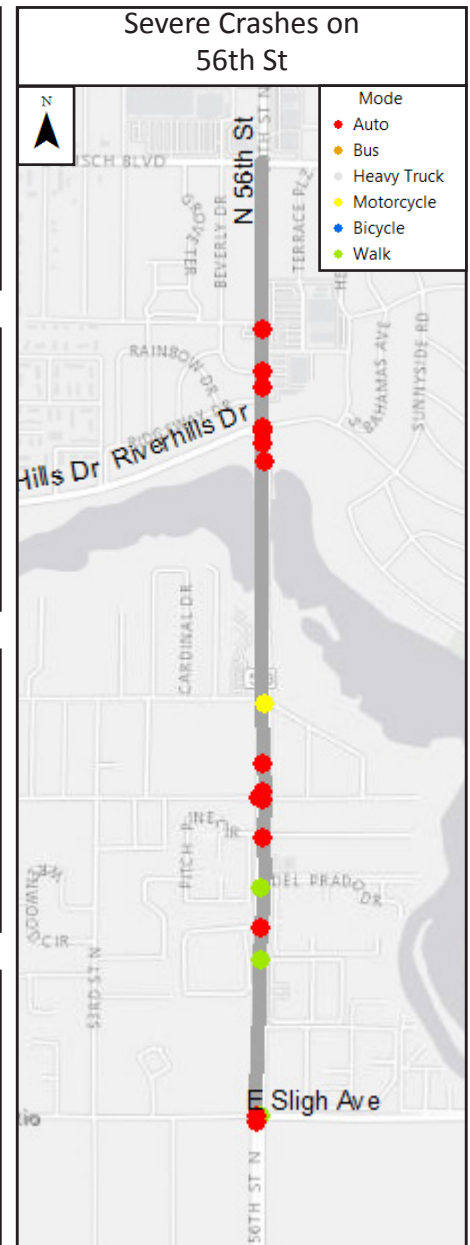
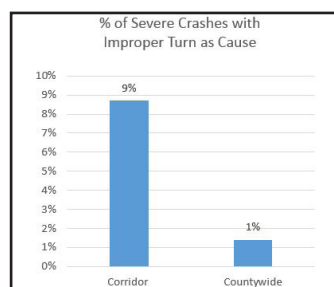
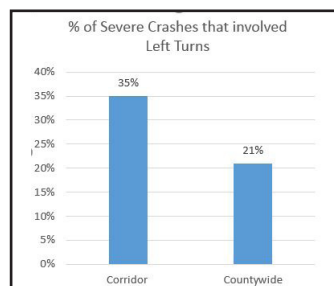
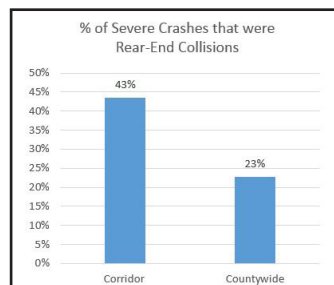
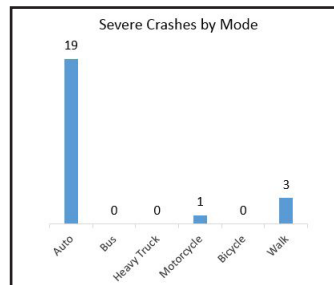
Length: 1.51 miles | **Total Severe Crashes:** 23 (15.2 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 23 severe crashes occurred on 56th Street, of which three (3) resulted in fatalities and 20 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along 56th St were more likely to involve pedestrians; involve left turns or improper turns; failure to yield, and intoxication as causes.
- 13% of severe crashes on this corridor involved pedestrians, compared to 11% of severe crashes countywide. Wikimap users noted a need for crosswalks and drivers failing to yield to pedestrians as issues for this corridor.
- 35% of severe crashes on this corridor were due to left turns, compared to 21% of severe crashes countywide.
- 26% of severe crashes on this corridor were coded by law enforcement as involving failure to yield, compared to 18% of severe crashes countywide.
- 9% of severe crashes on this corridor were coded by law enforcement as involving improper turns as a cause, compared to 1% of severe crashes countywide.



16. Interstate 275

From Howard Frankland Bridge to Busch Blvd

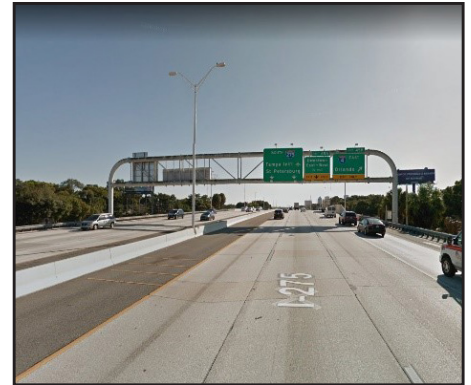
Posted Speed: 50 - 55 mph | **Number of Through Lanes:** 4-6

VMT: 1,709,092 | **Bus route:** Express only

School-Age Student High Crash-Area: Yes

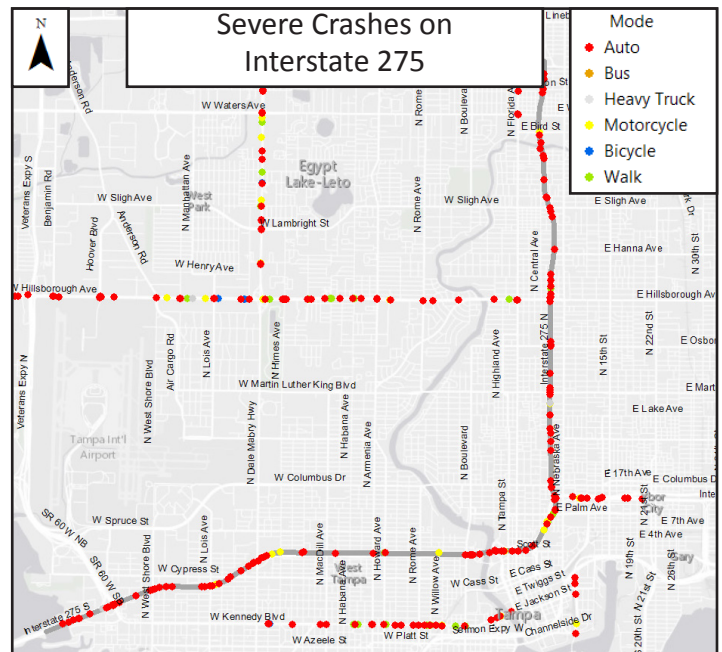
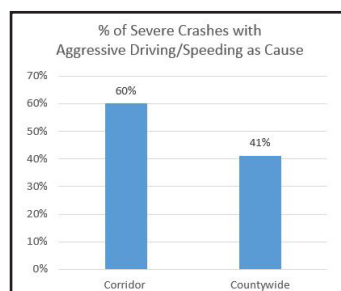
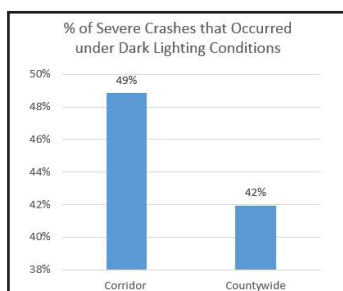
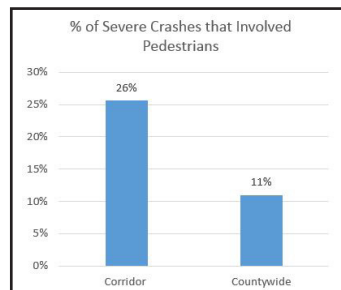
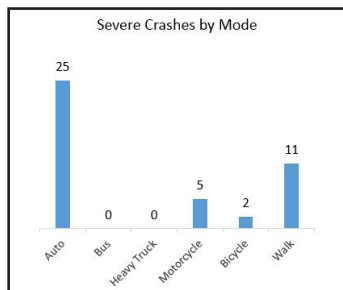
Length: 10.86 miles | **Total Severe Crashes:** 164 (15.1 per mile)

General Surrounding Land Use: Urban General, with limited access facility



Key Crash Findings

- During 2012 to 2016, a total of 164 severe crashes occurred on I-275, of which eight (8) resulted in fatalities and 156 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along I-275 were more likely to occur during daylight hours; involve rear-end collisions; and involve operation of vehicles in a careless or negligent manner as a cause.
- 45% of severe crashes on this corridor were rear-end collisions, compared to 23% of severe crashes countywide.
- 44% of severe crashes on this corridor were coded by law enforcement as involving operation of vehicles in a careless or negligent manner as a cause, compared to 26% of severe crashes countywide.
- 68% of severe crashes on this corridor occurred during daylight hours, compared to 58% of severe crashes countywide.



17. Kennedy Blvd (SR 60)

From Dale Mabry Hwy to Ashley Dr

Posted Speed: 30 - 40 mph | Number of Through Lanes: 4 | VMT: 103,312

Bus Route: Yes | School-Age Student High-Crash Area: Yes

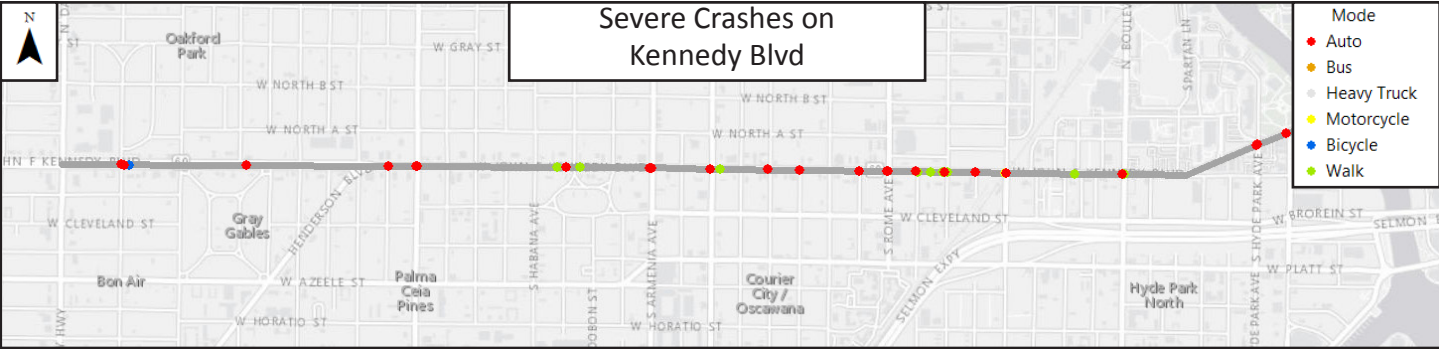
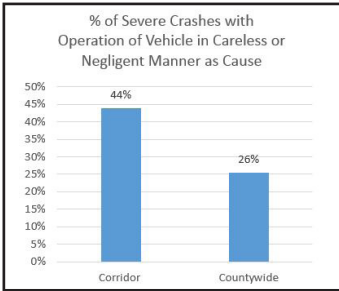
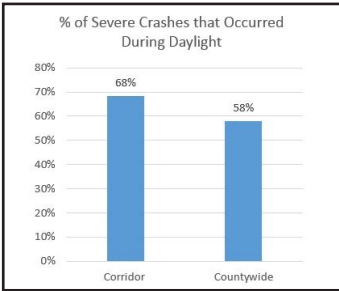
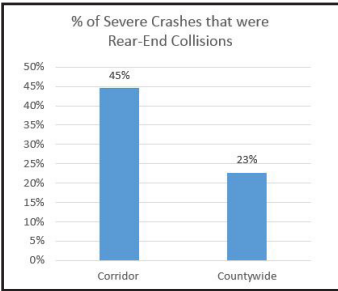
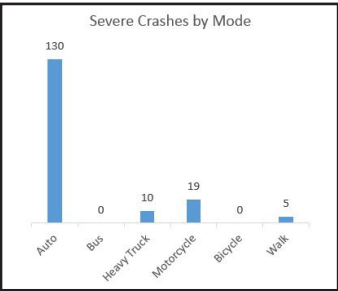
Length: 2.85 miles | Total Severe Crashes: 43 (15.1 per mile)

General Surrounding Land Use: Urban General, mix of uses set within small blocks with a well-connected road network



Key Crash Findings

- During 2012 to 2016, a total of 43 severe crashes occurred on Kennedy Blvd, of which three (3) resulted in fatalities and 40 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Kennedy Blvd were more likely to occur at night; involve pedestrians; involve left turns; and involve aggressive driving and/or speeding, failure to yield the right-of-way, and intoxication as causes.
- 26% of severe crashes on this corridor involved pedestrians, compared to 11% of severe crashes countywide. Wikimap users noted the need for additional safe places for people walking to cross this corridor.
- 37% of severe crashes on this corridor involved left turns, compared to 21% of severe crashes countywide.
- 49% of severe crashes on this corridor occurred under dark lighting conditions, compared to 42% of severe crashes countywide.
- 60% of severe crashes on this corridor were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% of severe crashes countywide. Wikimap users noted the prevalence of vehicles speeding along this corridor, creating an unsafe travel environment for motorists and people walking or biking.



18. 78th St

From Causeway Blvd to Palm River Rd

Posted Speed: 45 mph | **Number of through Lanes:** 4 | **VMT:** 27,945

Bus Route: Yes | **School-Age Student High-Crash area:** No

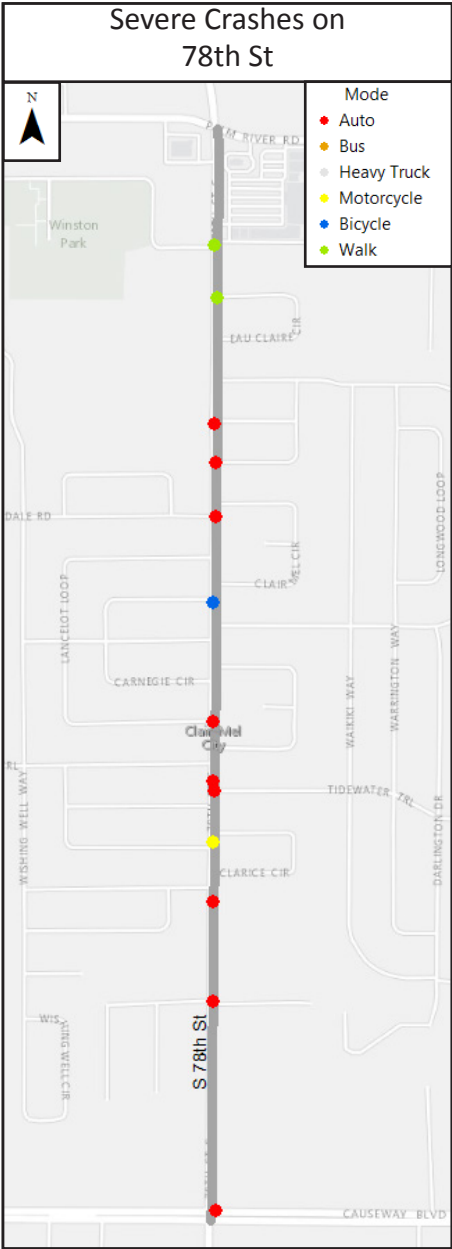
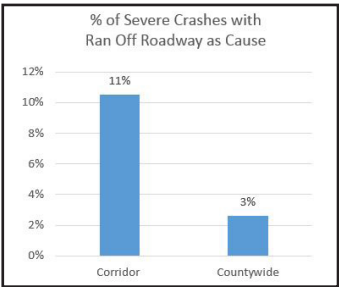
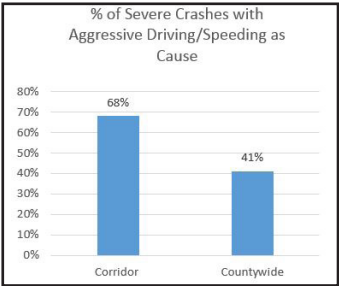
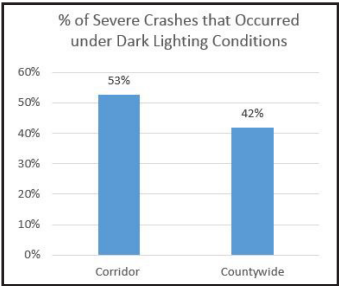
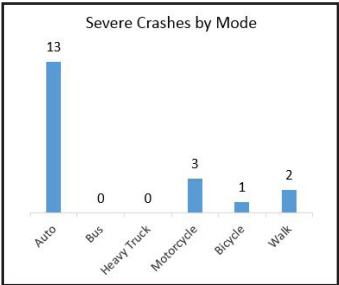
Length: 1.26 miles | **Total Severe Crashes:** 19 (15.1 per mile)

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



Key Crash Findings

- During 2012 to 2016, a total of 19 severe crashes occurred on 78th Street, of which three (3) resulted in fatalities and 16 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along 78th St were more likely to occur at night; involve motorcycles; involve left turns; and involve aggressive driving and/or speeding, failure to yield the right-of-way, and ran off roadway as causes.
- 53% of severe crashes on this corridor (10 out of 19) occurred under dark lighting conditions, compared to 42% of severe crashes countywide.
- 42% of severe crashes on this corridor (8 out of 19) were coded by law enforcement as involving failure to yield as a cause, compared to 18% of severe crashes countywide.
- 68% of severe crashes on this corridor (13 out of 19) were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% of severe crashes countywide.
- 11% of severe crashes on this corridor (2 out of 19) were coded by law enforcement as ran off roadway as a cause, compared to 3% of severe crashes countywide.



19. Mango Rd (CR 579)

From SR 574 to US 92

Posted Speed: 45 mph | **Number of Through Lanes:** 2 | **VMT:** 13,580

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

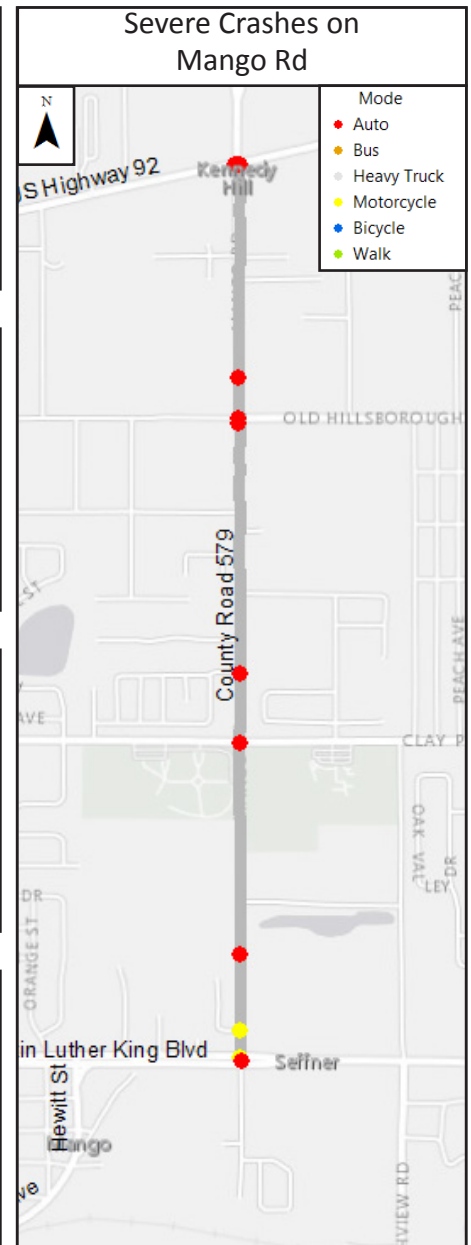
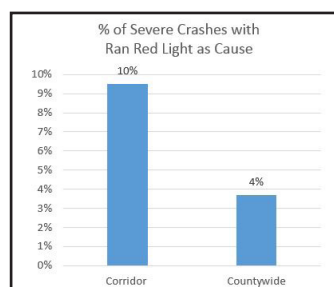
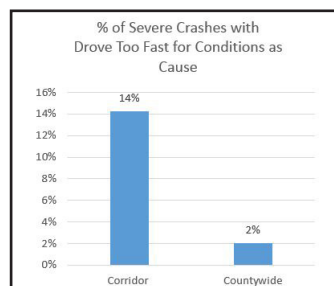
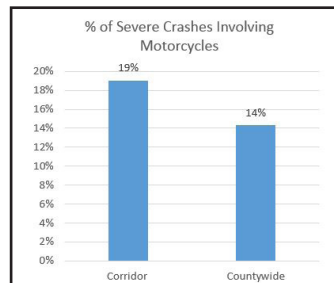
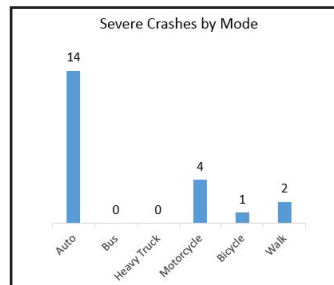
Length: 1.4 miles | **Total Severe Crashes:** 21 (15 per mile)

General Surrounding Land Use: Small concentrations of developed areas surrounded by rural and natural areas



Key Crash Findings

- During 2012 to 2016, a total of 21 severe crashes occurred on Mango Rd, of which one (1) resulted in a fatality and 20 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Mango Rd were more likely to occur during daylight hours; involve motorcycles; and involve left turns, driving too fast for conditions, and red light running as causes.
- 19% of severe crashes on this corridor (4 out of 21) involved motorcycles, compared to 14% of severe crashes countywide.
- 24% of severe crashes on this corridor (5 out of 21) involved left turns, compared to 21% of severe crashes countywide.
- 14% of severe crashes on this corridor (3 out of 21) were coded by law enforcement as involving driving too fast for conditions as a cause, compared to 2% of severe crashes countywide.
- 10% of severe crashes on this corridor (2 out of 21) were coded by law enforcement as involving red light running as a cause, compared to 4% of severe crashes countywide.



20. Florida Ave

From W Waters Ave to W Linebaugh Ave

Posted Speed: 45 mph | **Number of Through Lanes:** 6 | **VMT:** 27,270

Bus Route: Yes | **School-Age Student High-Crash Area:** Yes

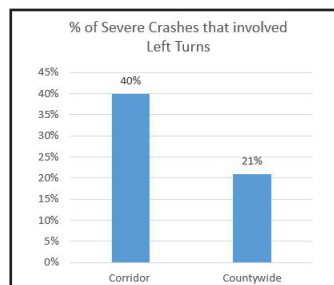
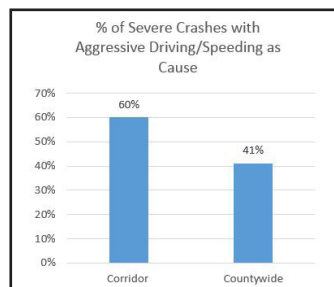
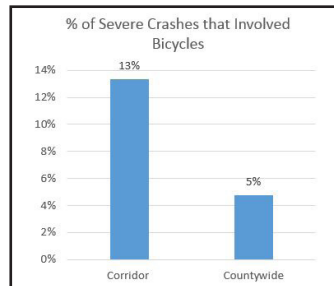
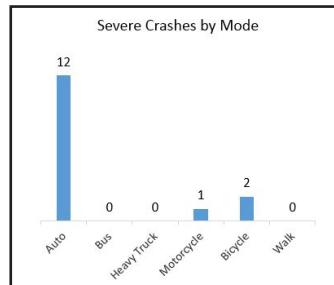
Length: 1.01 miles | **Total Severe Crashes:** 15 (14.9 per mile)

General Surrounding Land Use: Urban General, mix of uses set within small blocks with a well-connected road network, shopping plaza and social complexes



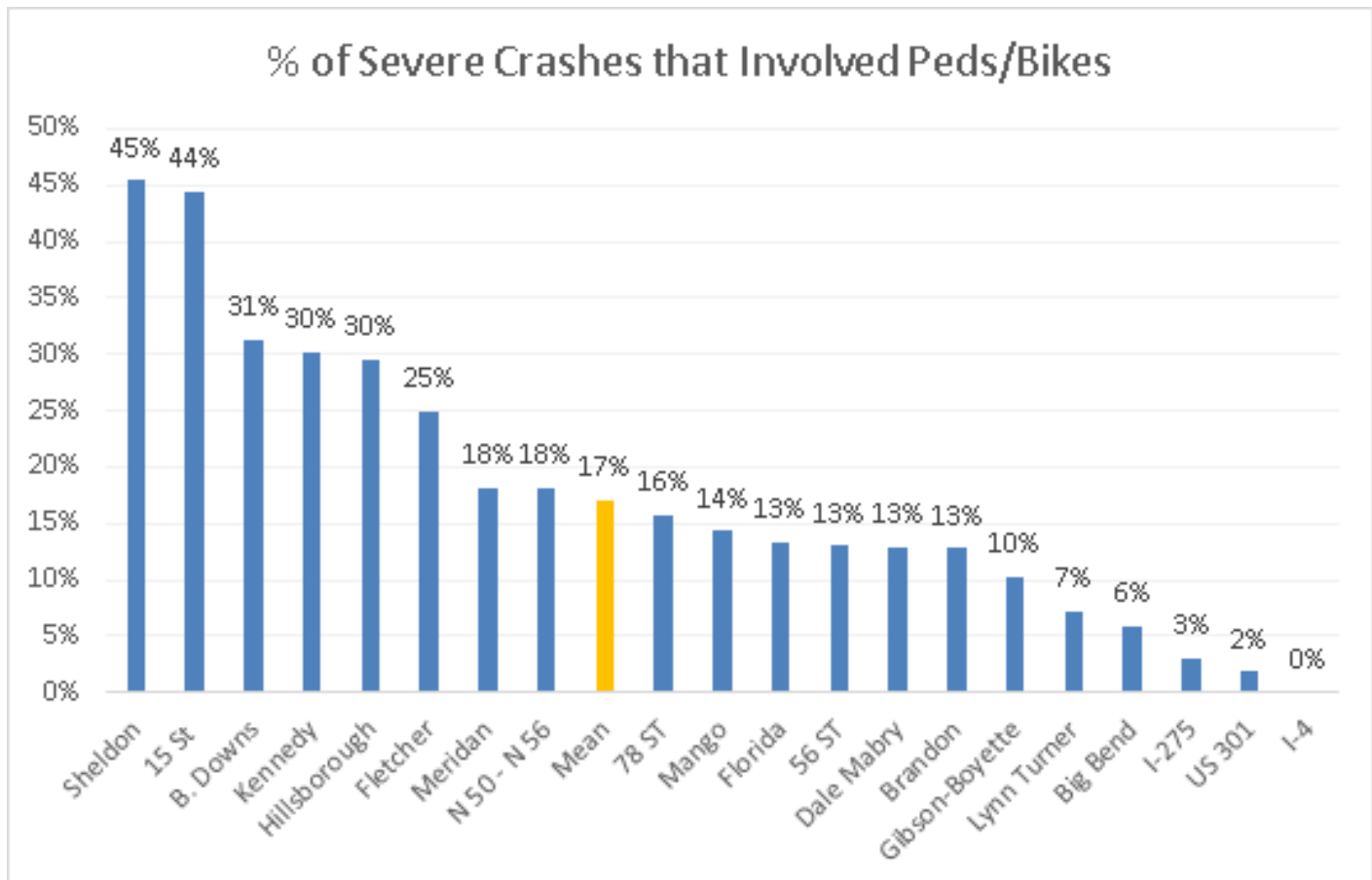
Key Crash Findings

- During 2012 to 2016, a total of 15 severe crashes occurred on Florida Ave, of which none resulted in fatalities and 15 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Florida Ave were more likely to occur during daylight hours; involve bicyclists; and involve failure to yield the right-of-way, aggressive driving/speeding, and red light running as causes.
- 13% of severe crashes on this corridor (2 out of 15) involved bicyclists, compared to 5% of severe crashes countywide. Wikimap users noted the lack of safe bicycle facilities as an issue for this corridor.
- 40% of severe crashes on this corridor (6 out of 15) involved left turns, compared to 21% of severe crashes countywide.
- 60% of severe crashes on this corridor (9 out of 15) were coded by law enforcement as involving aggressive driving/speeding as a cause, compared to 41% of severe crashes countywide.
- 13% of severe crashes on this corridor (2 out of 15) were coded by law enforcement as involving red light running as a cause, compared to 4% of severe crashes countywide.

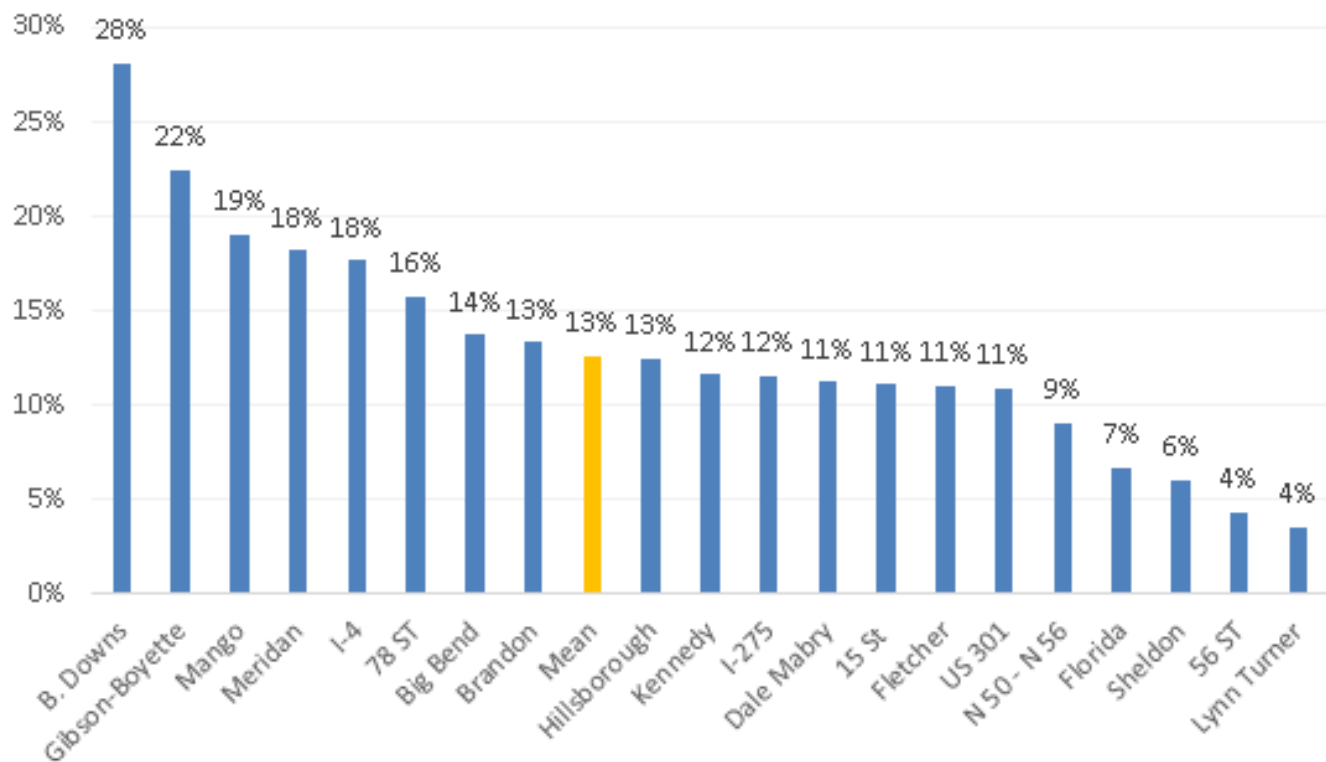


Corridor Comparisons

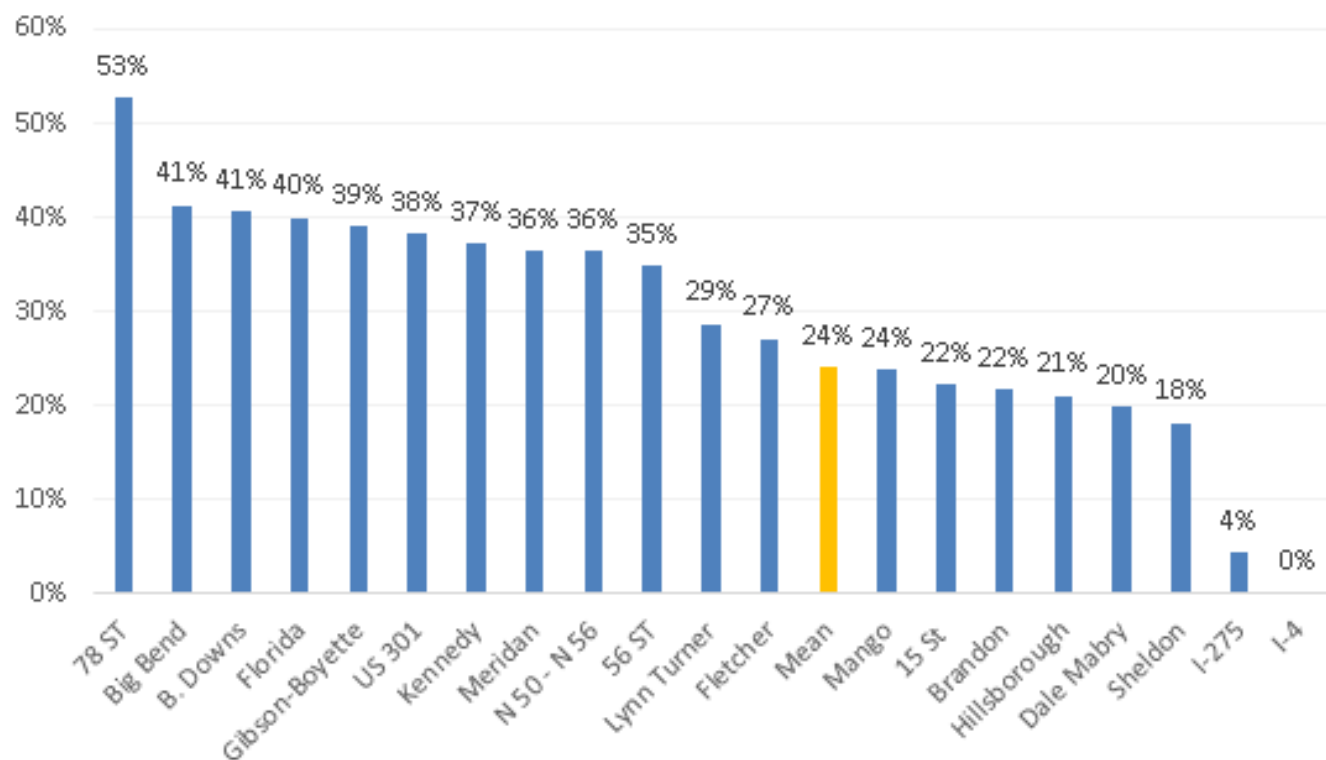
The following bar charts provide comparisons of the severe crash corridors against one another to highlight the corridors that stand out on a range of issues. The bar charts compare the corridors on the percent of severe crashes that involved people walking or biking, motorcycles, left turns, aggressive driving, or occurred under dark lighting conditions.



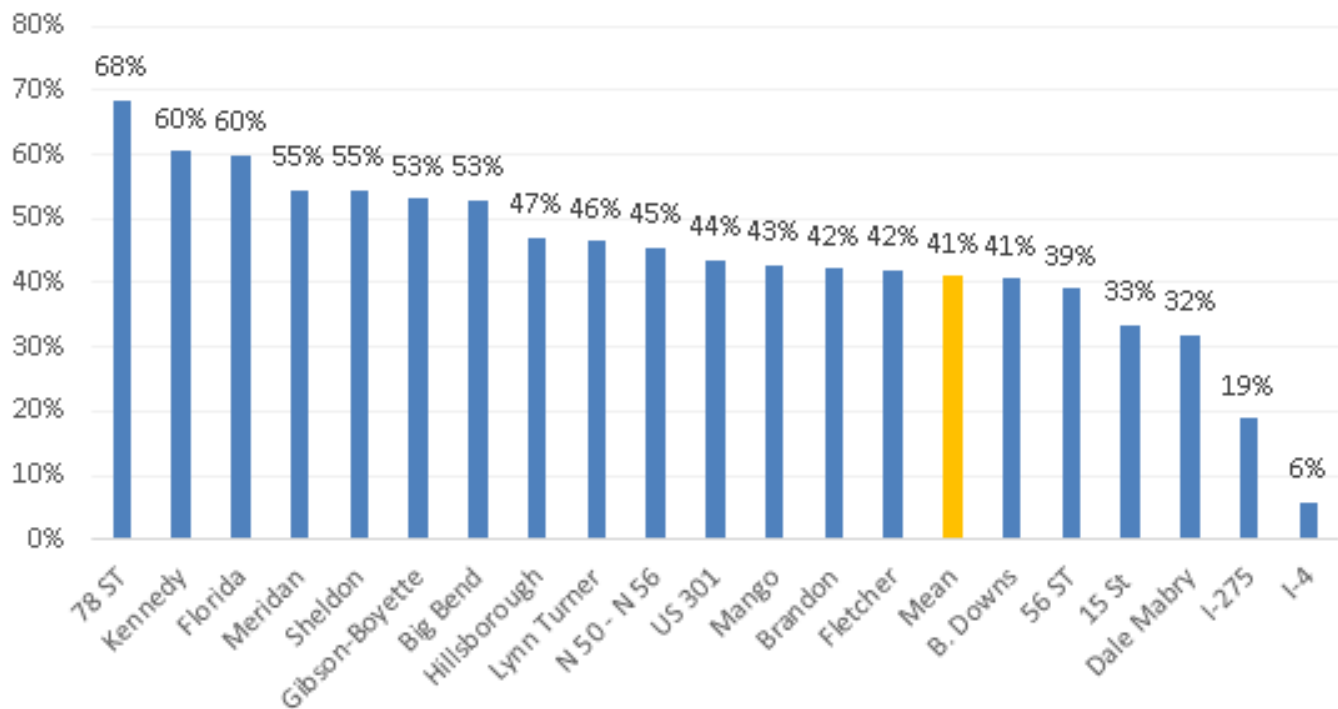
% of Severe Crashes that Involved Motorcycles



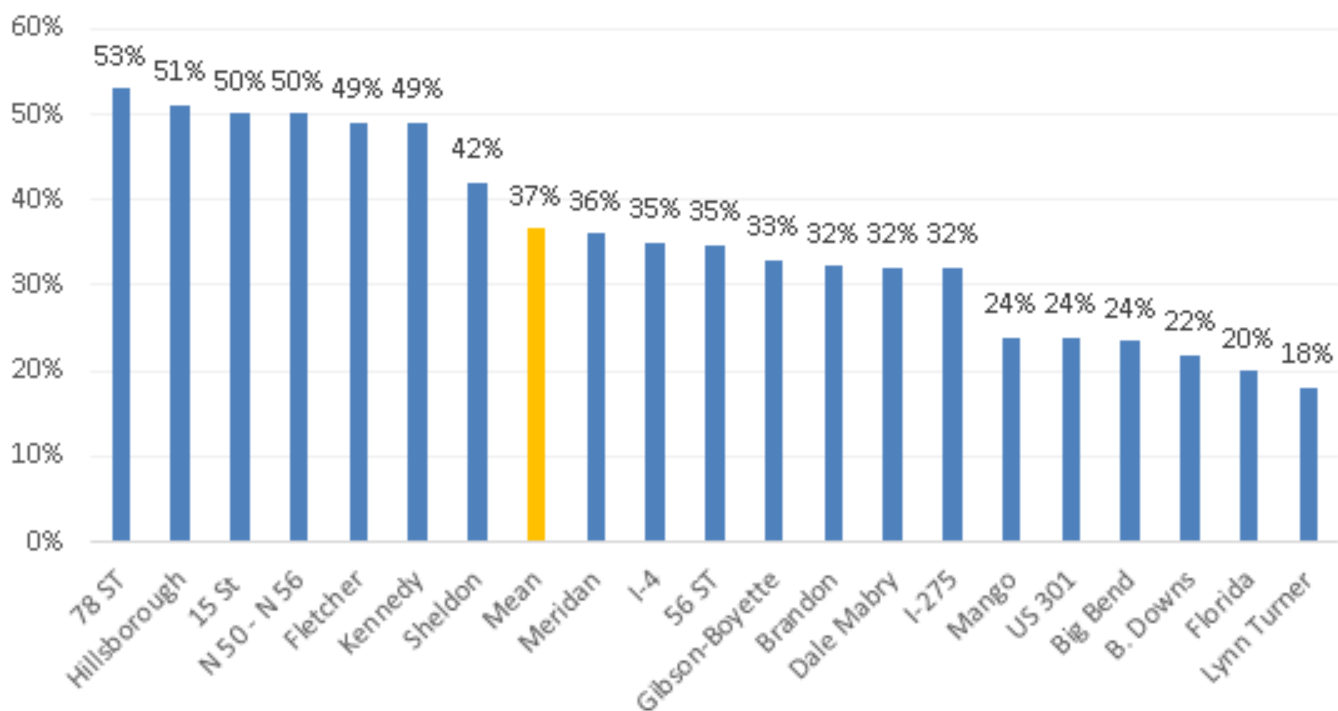
% of Severe Crashes that Involved Left Turns



% of Severe Crashes Coded by Law Enf as Involving Aggressive Driving or Speeding



% of Severe Crashes that Occured Under Dark Lighting Conditions



SAFE STREETS NOW

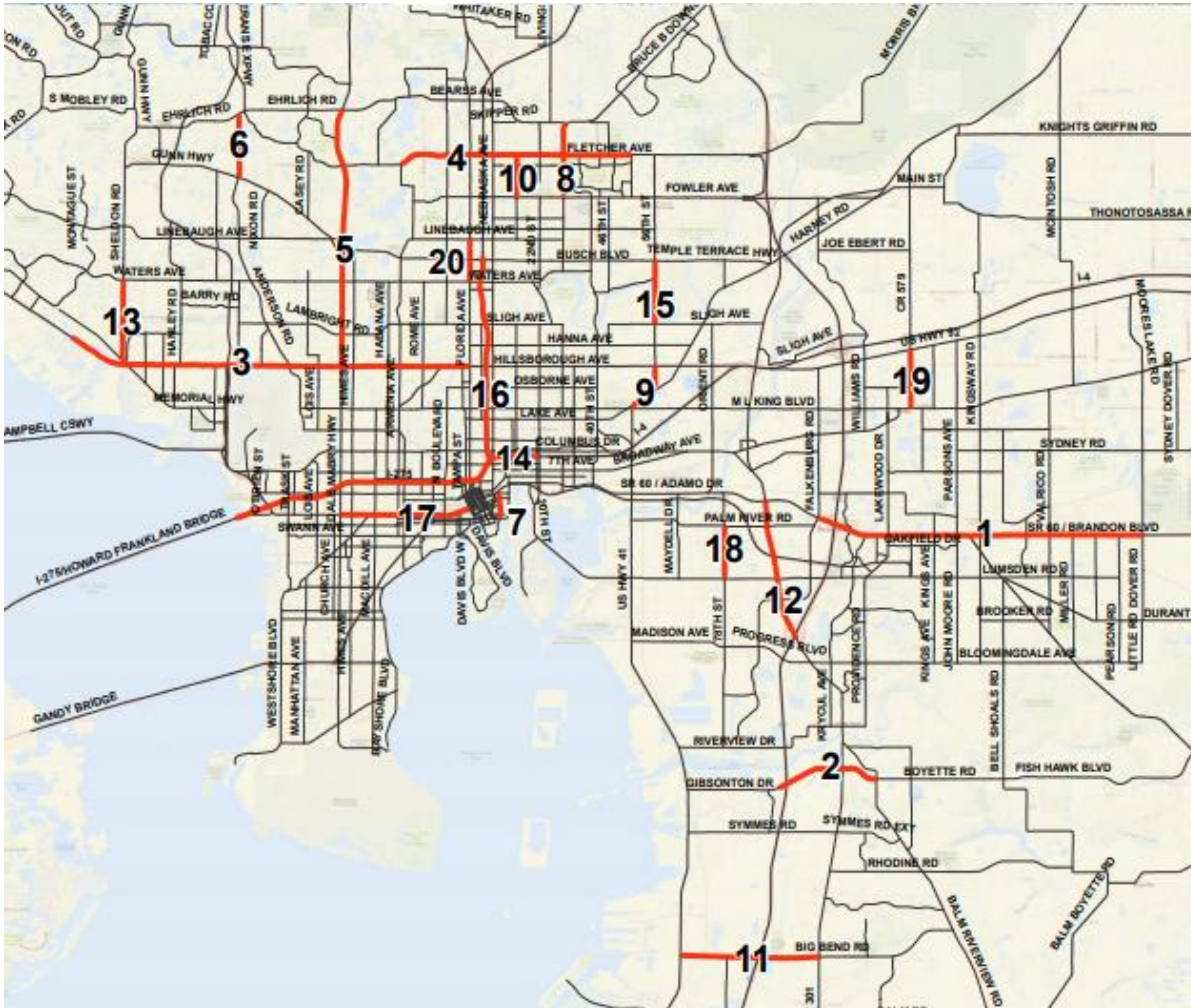


ONE TRAFFIC DEATH IS TOO MANY

[Date] 2018

VISION ZERO CORRIDOR ENGAGEMENT

Top 20 Severe Crash Corridors



- **Identified two pilot corridors**
 - 15th Street (Fowler Ave. to Fletcher Ave.)
 - 56th Street (Sligh Ave. to Busch Blvd.)
- **Outreach & community organizing to build Corridor Coalitions**
 - Surrounding businesses
 - Nearby residents
 - Commuters
 - Vision Zero agency partners
- **Engaged Coalitions around planning a half-day event**

GOALS & EXPECTED OUTCOMES

Goals

1. Raise awareness of safety issues
2. Build corridor coalitions that take ownership of the corridor
3. Rally the community around a half-day event to influence safe behavior
4. Facilitate long-term culture change

Expected Outcomes

1. Established structure for corridor coalitions to carry on with goal of fostering safe behavior
2. Relationships created and strengthened between agency partners and corridor stakeholders for continuing change

CORRIDOR ENGAGEMENT PROCESS



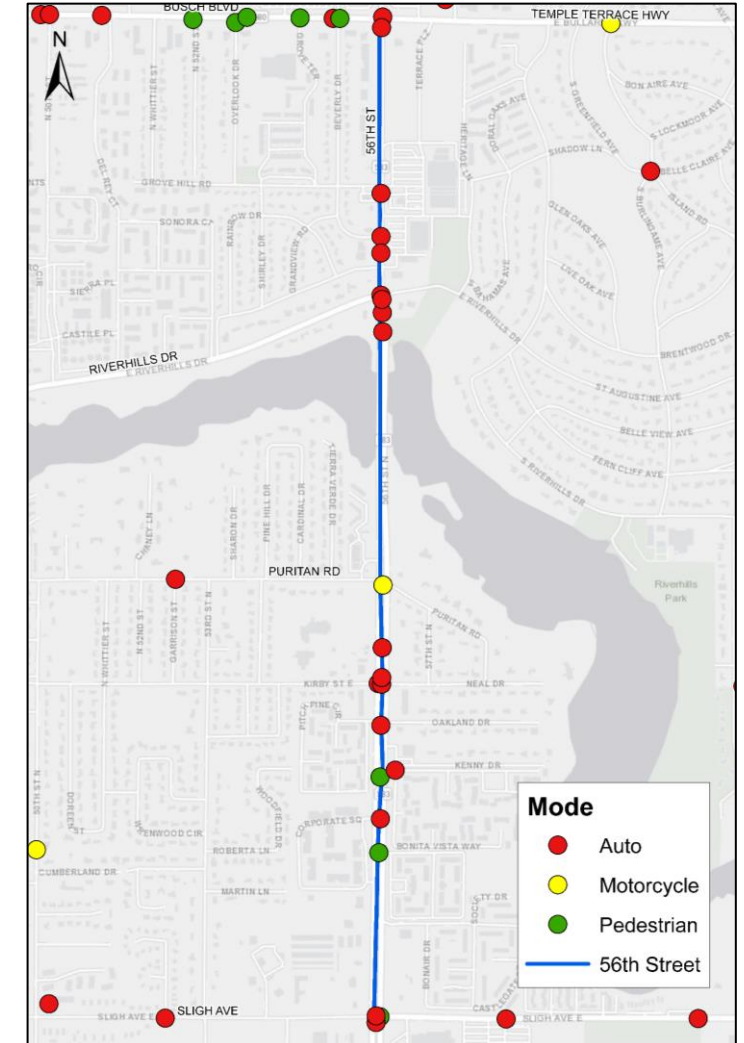
- Identify key partners for Corridor Coalition Steering Committees
- Hold kickoff meeting with Corridor Coalition Steering Committee
- Hold event planning meeting with Steering Committees & Corridor Coalition partners
- Develop corridor event & engagement plan
- Conduct outreach along the corridor to recruit participation
- Hold event
- Document results

56th STREET OVERVIEW

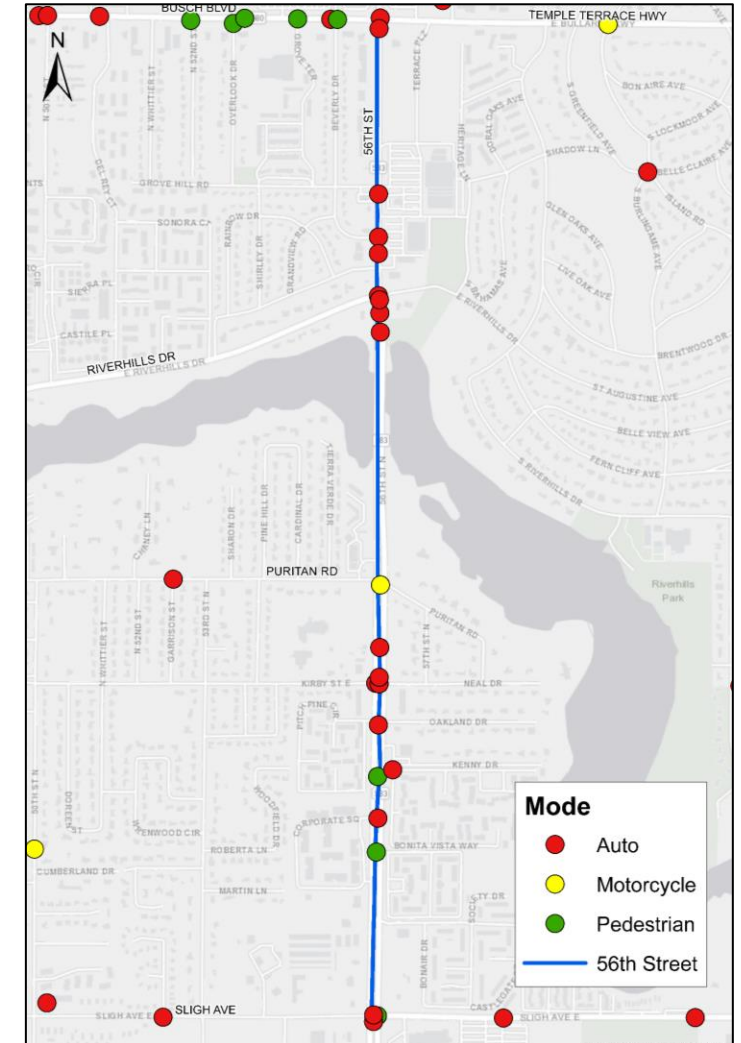
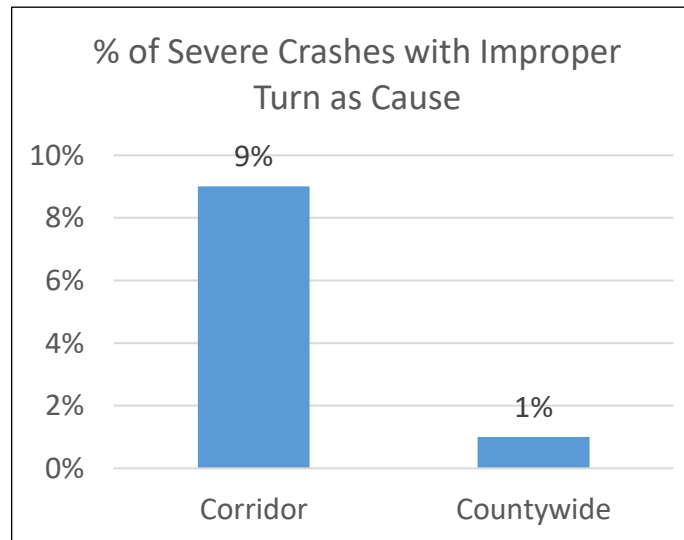
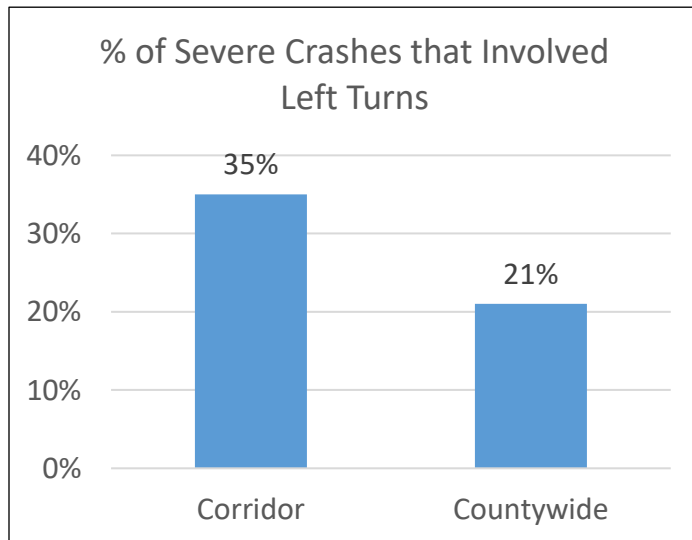
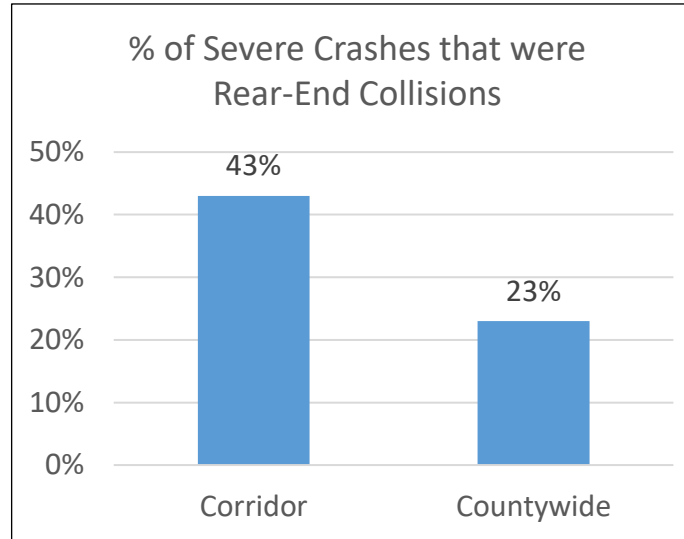
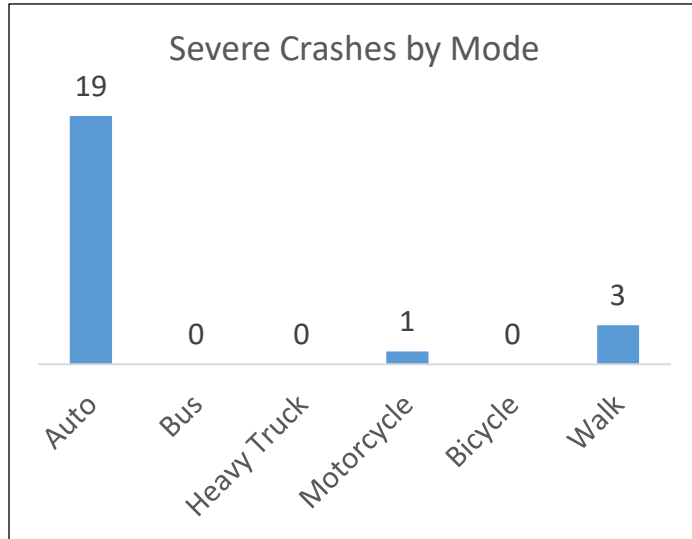
56th Street (CR 583)

From Sligh Ave to Busch Blvd

- 45 mph posted speed
- Four through lanes
- HART bus route
- School-age student high-crash area
- 23 severe crashes or 15.2 per mile (2012-2016)
- Suburban land uses with shopping plazas, residential and institutional subdivisions



56th STREET OVERVIEW



56th STREET OVERVIEW



56th STREET EVENT DETAILS

- **Corridor Coalition:**

- King High School
- Hillsborough Co. School District
- FDOT
- City of Temple Terrace
- Council on American-Islamic Relations
- Temple Terrace Police Department
- Hillsborough Co. Sheriff's Office

- **Held Monday, April 23, from 3-5 pm**

- **Awareness-raising event**

- Held signs with messages related to crash factors
- Noted places where people were killed or severely injured

- **Overall about 90 volunteers**

- 60+ King High School students

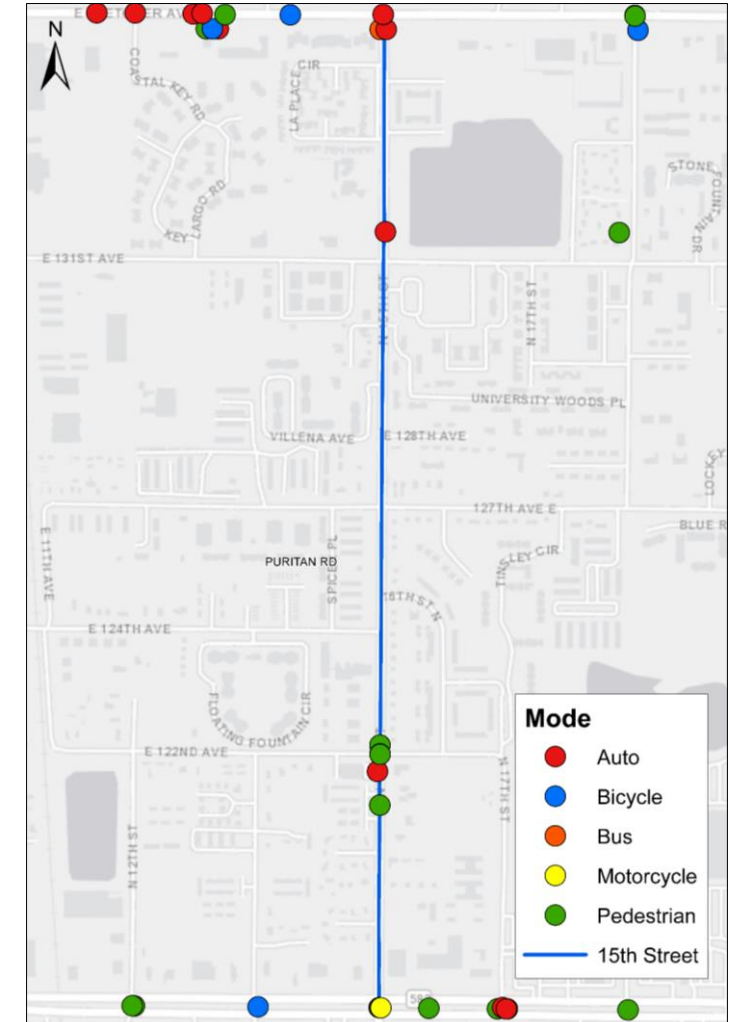


15TH STREET OVERVIEW

15th Street

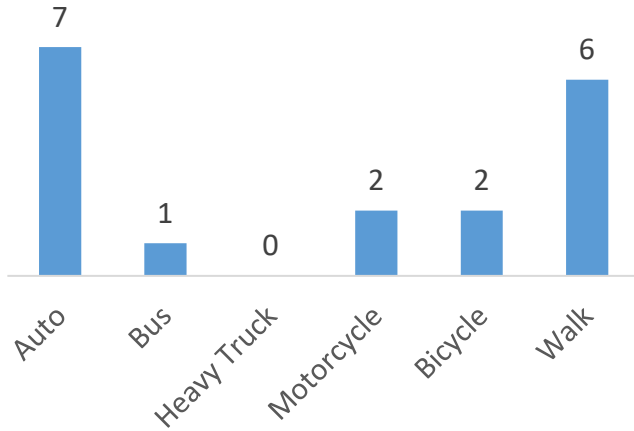
From Fowler Ave to Fletcher Ave

- 30 mph posted speed
- Two through lanes
- HART bus route
- School-age student high-crash area
- 18 severe crashes or 17.6 per mile (2012-2016)
- Urban land uses, with shopping plazas, apartments and student housing, a bus transfer center on 131st St and a mall near the south end

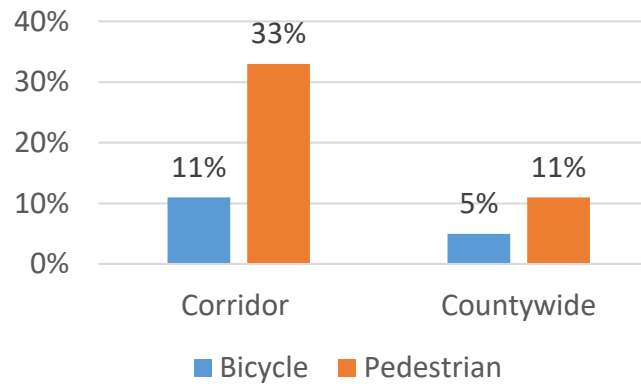


15TH STREET OVERVIEW

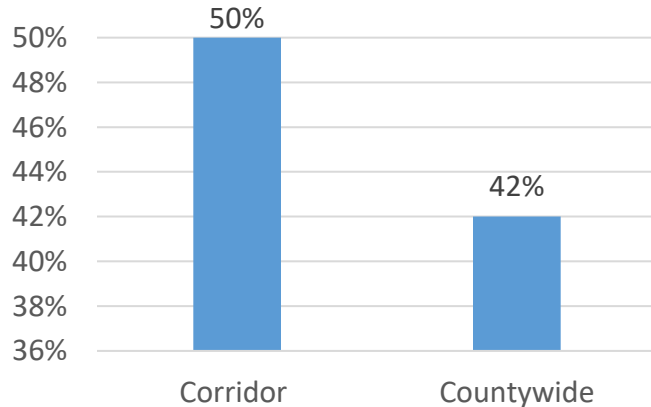
Severe Crashes by Mode



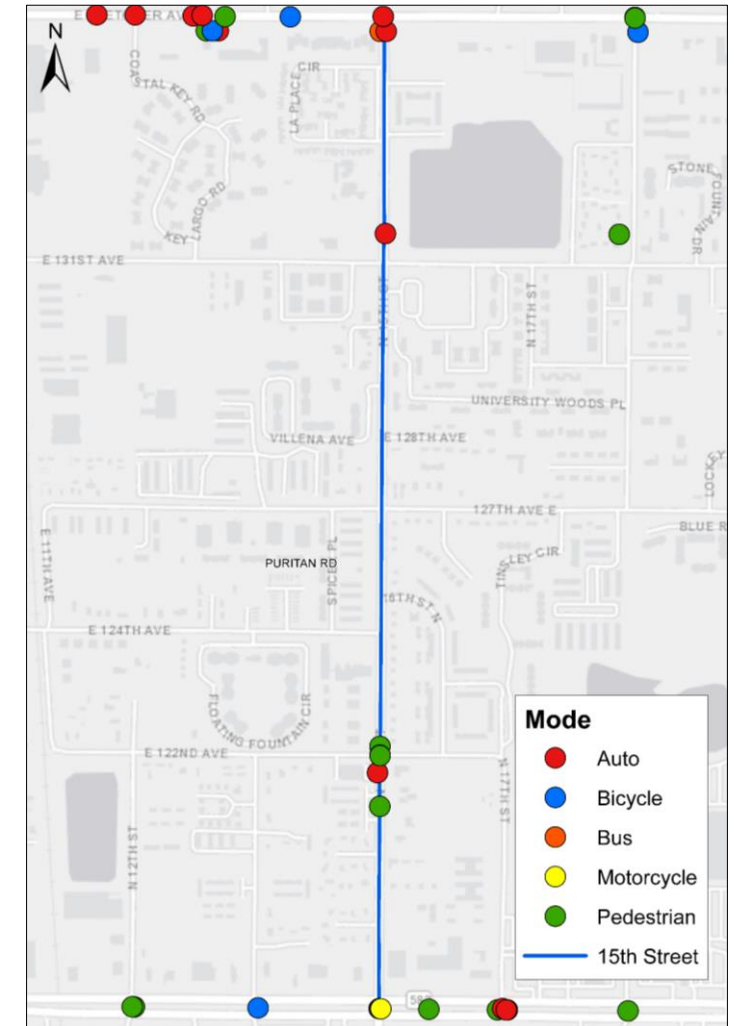
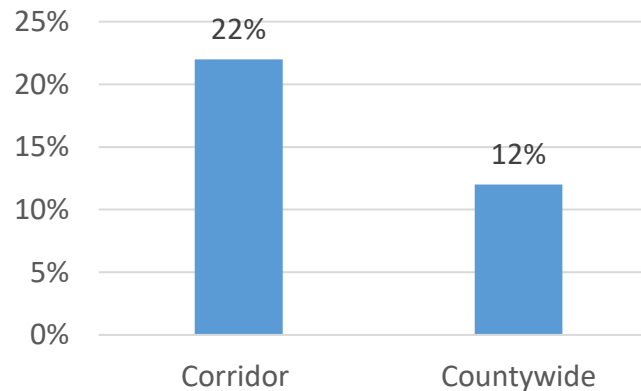
% of Severe Bicycle and Pedestrian Crashes



% of Severe Crashes that Occurred under Dark Lighting Conditions



% of Severe Crashes with Intoxication as Cause



15th STREET OVERVIEW



15th STREET EVENT DETAILS

- **Corridor Coalition:**
 - University Area Community Development Corporation (UACDC)
 - Hillsborough County Sheriff's Office
 - FDOT
- **Held Sunday, June 3, from 1-4 pm**
- **Event centered on “pop-ups”**
 - Temporary pop-up sidewalk, crosswalk, and street mural
 - Interactive art activities and photos
- **Approximately 50 volunteers**
 - Many local residents



SAFE STREETS NOW



ONE TRAFFIC DEATH IS TOO MANY

[Date] 2018

Spring 2018

VISIONZERO

15th Street and 56th Street Severe Crash Corridors
Community Organizing & Engagement

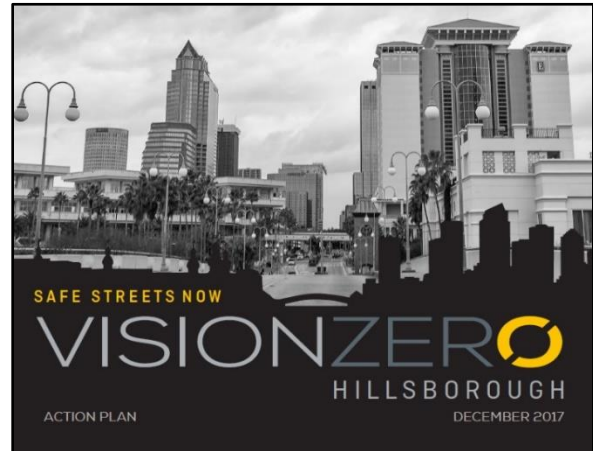


HILLSBOROUGH METROPOLITAN PLANNING
ORGANIZATION

Overview

The Hillsborough County Vision Zero Action Plan created a road map for eliminating the area's severe (fatal and incapacitating) crashes through a mix of design, enforcement, and education initiatives. As part of the plan, the corridors across the county with the largest number of severe crashes per mile were identified. The process revealed that 19 percent of the severe crashes in the county occurred on just four percent of its road miles, the stretches in greatest need of Vision Zero safety strategies.

To implement the Vision Zero Action Plan, the Hillsborough MPO chose two roads, 15th Street and 56th Street, from the list of most dangerous corridors for focused outreach that would engage the community around the corridors and raise awareness of the safety issues they face. The engagement process aimed to bring the community into the planning process for a half-day event that shined a light on the corridor's specific problems.



Vision Zero Hillsborough Action Plan



A volunteer wears a Vision Zero T-shirt during a June 3 half-day event on 15th Street in the university area. (Photo courtesy the Tampa Foundation.)



A sign marks the location of a severe injury on 56th Street in Temple Terrace, one of many signs displayed during an April 23 half-day event.

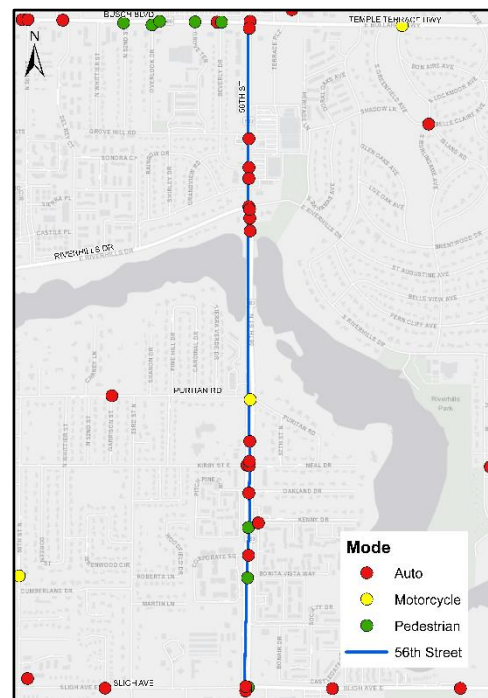
56th Street Event

56th Street, between Sligh Avenue and Busch Boulevard, was the first corridor identified for a community outreach pilot project. Residents must risk travelling a busy road with few crosswalks and a relatively high speed limit. The following outlines the activities that led to an awareness event on 56th Street that allowed residents to bring awareness to specific safety issues that plague the corridor.

56th Street Existing Conditions

56th Street (County Road 583) is ranked 15th out of the Top 20 Severe Crash Corridors identified in the Vision Zero Action Plan. It is a four-lane divided highway from Sligh Avenue to Busch Boulevard, totaling 1.5 miles in length. It has a posted speed limit of 45 mph on the southern portion of the road and slows to 35 mph when it enters Temple Terrace just across the Hillsborough River. Hillsborough Area Regional Transit (HART) operates two bus routes along the corridor. The corridor's surrounding land uses include a mixture of apartment complexes and local businesses that serve nearby residents, such as gas stations, Dollar Store, and restaurants. It is anchored on the southern terminus by King High School and on the northern end by the City of Temple Terrace.

The map shows the location of severe crashes by mode along the 56th St corridor. From 2012 to 2016, there were 23 total severe crashes (15.2 crashes per mile), which resulted in three fatalities and 20 incapacitating injuries. A summary of the crashes by mode shows that 19 involved vehicles, three involved pedestrians, and one involved a motorcycle. When compared to countywide severe crash averages, severe crashes along 56th St were more likely to involve:



Severe Crashes on 56th Street between 2012 and 2016.

- Pedestrians [13 percent compared to 11 percent countywide]
- Left or improper turns [35 percent for left turns compared to 21 percent countywide]
- Failure to yield [26 percent compared to 18 percent countywide]
- Intoxication [9 percent compared to 1 percent countywide]

Engaging the Corridor

To initiate the event planning process, the Vision Zero team conducted a kickoff meeting on March 23, 2018, at King High School with the 56th Street Corridor Coalition. This provided the opportunity to discuss the purpose of the community outreach effort, what the community see as the major issues occurring along the corridor, and what would be the most effective strategy for the half-day event. The 56th Corridor Coalition included the Vision Zero team, plus:

- Florida Department of Transportation District Seven
- Hillsborough County School District
- King High School Principal Michael Rowan
- Temple Terrace City Councilwoman Cheri Donahue
- Captain Pridemore from the Temple Terrace Police Department



Staff and various community members discuss event ideas for 56th Street.

During this meeting, the group discussed the corridor demographics and issues within the corridor from the perspectives of the various groups represented. It was stated that the southern end of the 56th Street corridor has a speed limit of 45 mph, is wider, and invokes the feeling of a highway. Once the corridor transitions into Temple Terrace, the speed limit lowers to 35 mph and provides more of a community-centered feeling along the roadway. The group expressed that speeding, improper left turns and U-Turns, and aggressive driving were some of the major factors influencing crashes on 56th Street. Additionally, they noted the long distances between crosswalks led to people walking to cross the road in areas a designated crosswalk.



A volunteer holds a safety awareness sign near the Temple Terrace station along the 56th Street corridor.

Due to the issue of improper turns and speeding along the roadway, the Corridor Coalition decided that holding an event centered on visibility and awareness to educate drivers and encourage safe behaviors would be an appropriate event. The group agreed to hold the event on one of King High

School's early-release days, choosing Monday April 23 at 2:00 pm, to increase student participation.

A follow-up event planning meeting with the Corridor Coalition was held on April 5, 2018 at King High School to finalize the event plan details. The Vision Zero team developed an event plan based on the kickoff meeting discussion, which outlined the details of the event, roles and responsibilities, materials needed, and a media outreach plan.

Event Notification

The King High School message board advertised the event date and time for the week leading up to the event. One hour prior to the event, Variable Message Boards (VMBs) from both FDOT and the Temple Terrace Police Department were stationed at the southern and northern ends of the corridor to inform drivers about the event. The VMBs displayed "Vision Zero Event, Drive Safely." Police officers and unmanned cars with their lights on were stationed throughout the corridor for volunteer and driver safety.

Three volunteer outreach approaches were used to inform the community of the event: door-to-door with printed flyers, electronic flyers sent through personal networks, and social media promotion. To begin with, staff took a grassroots approach and handed out flyers to local businesses and apartment complexes in the area. Next, those involved in the event meetings were asked to share electronic copies of the flyer with their various groups. Finally, the Hillsborough MPO utilized their Vision Zero Facebook page to create and promote the event through a Facebook event page. Volunteers could sign up online through the Volunteer Sign Up website, which gave them directions on when and where to arrive based on their chosen station.

The 56th Street Vision Zero Event

The purpose of the 56th Street event was to bring awareness to the safety issues in the corridor, influence driver behavior to slow down and drive safely, and encourage other corridor users to travel safely. The event was held from April 23, 2018 from 3:00 to 5:00 pm.

The event was organized around three designated stations along the 56th Street corridor that acted as home base for volunteers: King High School, the Council on American-Islamic Relations, and the City of Temple Terrace. Each station provided volunteers Vision Zero t-shirts and slap bands, water, and snacks. Upon arrival, volunteers were given neon green Vision Zero shirts, featuring the Vision Zero



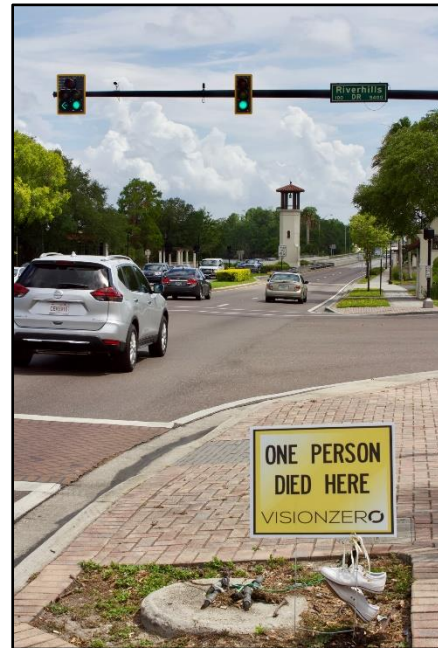
Volunteers hold safety awareness signs near the CAIR station along the 56th Street corridor.

logo on the front and the tagline, "One traffic death is too many" on the back. They were given signs with various Vision Zero messages to hold for drivers to see along the corridor. These messages are listed below.

Vision Zero Sign Messages

1. Lion Crossing Ahead
2. Brake for Your Neighbors
3. Slow Down
4. Phones Down
5. Pay Attention
6. You're Driving a Deadly Weapon
7. Drive like Your Kids Live Here
8. Drive Safe, Save a Life!
9. Aggressive Driving Costs Lives
10. Watch Out for Each Other
11. Vision Zero: No More Traffic Deaths
12. Safe Speeds Save Lives

In addition to these signs, specific signs were created to both honor victims and raise awareness for severe crash-related injuries and fatalities. Twenty signs stated, "One Person was Severely Injured Here" while four signs stated, "One Person Died Here." Injury signs were accompanied by a symbolic black balloon, while fatality signs were accompanied by a white balloon and white sneakers. These signs were placed near injury and fatality locations as noted in the severe crash map. Volunteers positioned near these signs were given black Vision Zero shirts and signs that read, "Don't Be Next, Drive Safe."



A sign signifies that someone was tragically killed along 56th Street.

The 56th Street event drew a total of 97 volunteers. At each station, the number of volunteers varied: 70 volunteers at King High School, six volunteers at CAIR, and 21 volunteers at Temple Terrace. Purchased materials included the Vision Zero t-shirts, signs, slapbands, "I Brake for Lions" window clings, and white/black balloons, snacks, and water bottles. The rest of the materials (tents, folding tables, and white shoes) were provided by the Vision Zero team.

The Vision Zero event along 56th Street resulted in both positive media coverage and recommendations for short-term actions as well as long-term change on the roadway. Media covered the event both before and after it occurred. The Tampa Bay Times wrote an article about the event on April 17th, while the local ABC Action News station ran a segment about the event on April 23rd.

Long-Term Recommendations

Observations from the event noted that driver behavior is a major contributor to the crashes on this corridor. Increased enforcement efforts could lead to reductions in crashes. Additionally, the long distance between Sligh Avenue and Puritan Avenue without a midblock crossing is a potential problem where an engineering treatment could reduce the number of pedestrian crashes. FDOT conducted a Road Safety Audit (RSA) on a portion of the 56th Street corridor in January 2018, and provided recommendations for improving roadway safety, which are documented in the RSA report. These recommendations, if implemented, would significantly improve the safety of the corridor.

Given the number of volunteers and the enthusiasm of both students and adults, several community-driven actions are recommended.

- King High School students could form a club that focuses on advocating for a safer 56th Street and encourage fellow students to walk, bike, and drive to and from school safely.
- Temple Terrace Rotary Club members expressed a desire to do more events on roadway safety within their community.
- In May 2016, a Cyclovia was held on 56th Street, which temporarily closed the street to vehicles and opened it up to people to walk, bike, or blade safely on the road; the Rotary Club could participate in holding another Cyclovia event.



Volunteers hold safety awareness signs near the Temple Terrace station along the 56th Street corridor.

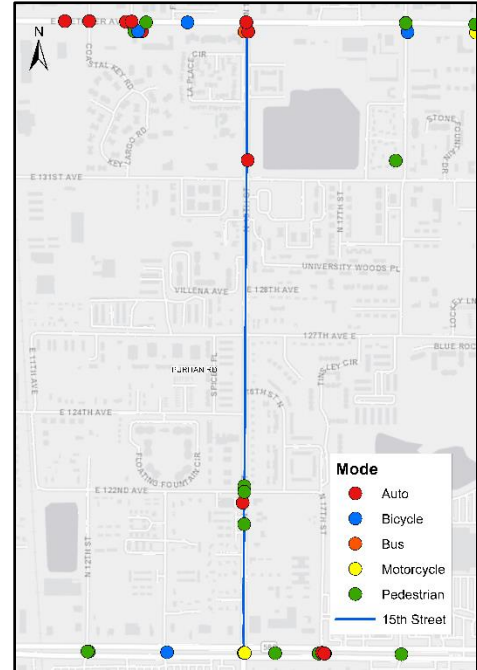
15th Street Event

North 15th Street, between Fowler and Fletcher avenues, was among the most dangerous in the county, an area where residents must risk traveling a fragmented pedestrian network beside a busy street connecting two major thoroughfares. The following outlines the activities that led to a vibrant event on 15th Street that allowed local organizations and residents to temporarily close the street to create a pop-up street mural, crosswalk, and sidewalk.

15th Street Existing Conditions

To understand the corridor context and travel conditions of 15th Street, the Vision Zero team reviewed existing planning documents, summarized crash data, and conducted a field review to experience the street as many residents do – as pedestrians.

With a severe crash rate of 17.6, the one-mile stretch of 15th between Fowler and Fletcher avenues in the University of South Florida area ranks as the county's tenth most dangerous corridor. The ranking is based on crashes that



Severe crashes on 15th Street between 2012 and 2016.



Pedestrians have created their own paths along 15th Street near 127th Avenue, one of several portions lacking sidewalks.

occurred between 2012 and 2016, a period when 18 severe crashes occurred, two of which ended in death.

Crashes on 15th Street more frequently involve bicyclists and pedestrians compared to Hillsborough County as a whole. Forty-four percent of the severe crashes on 15th Street involved these vulnerable users, compared to the 16 percent countywide average. Half of the severe crashes occurred in dark lighting conditions, while more than a fifth involved intoxication. The immediate area is predominantly residential, with apartments and other multi-family housing lining 15th Street and neighboring streets.

To bring the street's safety issues into greater focus, and experience the street as residents do, the Vision Zero team members, including the Hillsborough MPO and Renaissance Planning staff, walked 15th Street. The experience brought to light the following issues.

Gaps in pedestrian network: Sidewalks end abruptly throughout the corridor, leaving pedestrians to make their way along unpaved roadsides. Well-worn foot paths show how frequently pedestrians are forced to travel without a sidewalk.

Gaps in the sidewalk exist from Fletcher Avenue south past East 130th Avenue and south of East 128th Avenue to East 124th Street. Despite the presence of numerous bicyclists, the street also lacks bike lanes.

Lack of safe crossings: Crosswalks exist at signalized intersections at Fletcher Avenue, 131st Avenue and Fowler Avenue. This leaves long stretches, particularly the three quarters of a mile stretch from 131st Avenue south to Fowler Avenue, without a crosswalk. Within minutes of walking on 15th Street, Vision Zero team members observed pedestrians waiting long periods for traffic to clear so they could cross 15th Street mid-block, including a woman pushing a baby stroller and a man pushing someone in a wheelchair.

Busy intersection: A cluster of severe crashes between 2012 and 2016 occurred at 122nd Avenue. These crashes primarily involved pedestrians, with one auto crash. A visit to the corridor showed this unsignalized intersection is bordered by a church and pair of bus stops. A market is also located just south of the intersection. As previously mentioned, there are no pedestrian crossings at this intersection. Crosswalk paint was visible at the intersection but had almost entirely worn away.

The lessons learned from the corridor walkthrough inform the type of treatments the team would discuss when reaching out to the community to plan the half-day event.



A man pushes someone in a wheelchair diagonally through the unsignalized intersection at 122nd Avenue, the site of multiple severe crashes involving pedestrians.



A woman pushing a stroller checks over her shoulder as she crosses 15th Street near 127th Avenue. A lack of crosswalks compelled her to cross mid-block.

Engaging the Corridor

The Vision Zero team engaged stakeholders to assist in planning a half-day event to address the safety problems described above. Partners included the University Area of Community Development Corporation (UACDC), a nonprofit that leads numerous efforts to benefit residents around 15th Street, including social programs, safety initiatives, and affordable housing development. The Florida Department of Transportation and the Hillsborough County Sheriff's Office were also engaged.

These stakeholders were invited to an initial meeting held on March 22nd at UACDC headquarters at 14013 N. 22nd St. They discussed the Vision Zero campaign, its strategies, and possible treatments for 15th Street.

Law enforcement officers provided valuable insights into the needs and safety issues faced by residents, including their reliance on biking, walking, and public transportation. The stakeholders expressed support for the idea of having an event centered around pop-up, or temporary, safety treatments to draw attention to the street's safety issues. The preliminary details of the event, including the need to close a portion of 15th Street and having a station to install bicycle lights, were also discussed.

A second meeting was held on April 5th at UACDC headquarters with members of the organization's Community Safety Action Plan team. The team meets regularly and helps oversee the recommendations expressed in a safety report prepared by the UACDC. The team expressed support for the event and provided feedback on the date and time the event would be held to avoid too much disruption during high traffic periods.

The Vision Zero team also engaged the Tampa Foundation, a nonprofit that works with local artists to improve communities by implementing public art projects. Its connections to the Tampa Bay area artist community proved valuable in finding an artist to design the pop-up treatments that became the centerpieces of the 15th Street half-day event.

Pop-Up Treatments and Artistic Assistance

The Vision Zero team focused on creating three pop-up treatments to engage the community in a participatory half-day event. The event would temporarily close a portion of 15th Street, allowing residents to feel safe as they worked in usually dangerous blocks and intersections to implement the following projects:



A preliminary design of the street mural by Cass Womack, Tampa-based artists whose specialties include street murals. (Image courtesy of Cass Womack.)

- **Crosswalk:** A brightly colored east-west crosswalk on the northside of the 15th Street and 122nd Avenue intersection, the site of several pedestrian crashes. The crosswalk was meant to alert drivers to the presence of people crossing and encourage them to slow down.
- **Mural:** A street mural covering the intersection of 15th Street and 127th Street. Much like the crosswalk, the street mural was meant to signal to drivers that pedestrians are present along the street and to slow their speed.
- **Sidewalk:** A pop-up sidewalk stretching along the west side of 15th Street north of 127th Street where no current sidewalk exists. The footpath worn in the grass along the street would be lined with flowerpots decorated by parents and children at a station during the event.

The Tampa Foundation contacted Cass Womack, a Tampa-based artist who travels the world creating vivid chalk art and murals for both walls and streets. Womack quickly developed unique designs for the crosswalk and street mural that she could quickly outline and allow volunteers and residents to fill with color.

For the pop-up sidewalk, a set of 30 terracotta pots were purchased, and a portion of the pots were painted bright green and pink, while the others were saved to allow residents to paint them during the event. Tampa high school student volunteers planned a way for children to quickly create paper flowers that could be placed in the decorated pots.



Vision Zero team members prepare pots to line a pop-up sidewalk during the 15th Street event.



Artist Cass Womack outlines the crosswalk design at 122nd Avenue with white paint before volunteers fill in the shapes with color.

The 15th Street Vision Zero Event

Preparation for the pop-up treatments drew the curiosity of 15th Street residents hours before the June 3 event began. The Vision Zero team met early to set up stations for the three pop-up events and assisted Womack in mixing batches of water-soluble paint for the long-lasting but temporary street mural and crosswalk. Several residents stopped by to ask about the event, request a Vision Zero T-shirt, and express the need for safety improvements. The team encouraged the residents to return later with their neighbors and children to help paint.

Prior to the event, a permit was obtained to close 15th Street between 122nd and 127th Avenue. Law enforcement had notified residents and businesses along the street about the event and closure. In addition, electronic messages boards were placed along the corridor to notify drivers of the event and street closure.



A child paints a flower pot for the pop-up sidewalk north of 127th Avenue.



Pictures begin to fill a photo board of residents and volunteers sharing Vision Zero messages.

Womack began by using a roller to carefully outline the crosswalk on 15th Street at 122nd Avenue. Volunteers gathered around with rollers and brushes to fill the triangles within the crosswalk with green, blue, and yellow paint. The artist headed north to the 127th Avenue next to outline the street mural in the same manner, tracing geometric designs across the intersection. 15th Street area residents, including several parents and their children, eagerly filled in the shapes to complete the design.

To the north of the mural, more parents, volunteers, and children created flowerpots to line the unpaved path where they and their neighbors walk close to busy traffic. Members of the Tampa Foundation assisted with painting and captured video of the event.

Other elements included a photobooth where residents and volunteers could pose with a Vision Zero message board, or create their own message, and have their picture taken with an instant camera contributed by the UACDC. The pictures were

collected, creating a collage of messages displayed during the event. The UACDC also contributed a vehicle and public address system to play music while residents painted. Notably, the Hillsborough County Sheriff's Office also handed out approximately 20 free bike lights to residents. While talking to deputies, the bicyclists noted that 15th Street is very dark in the evenings without adequate lighting.



Volunteers gather at 127th Avenue to fill in the mural design. Many of the volunteers included children and parents from nearby apartment homes. The completed mural is shown in the picture above.

Lessons and Recommendations

Planning and holding the 15th Street Vision Zero event provided the following insights for the corridor and future events:

- **Use pop-up treatments to increase engagement:** 15th Street's two-lane width lent itself well to the pop-up treatments that could be attempted on other severe crash corridors. The treatments were highly participatory, bringing residents together to accomplish a task and emphasize their connection to the corridor

While the pop-ups were thoroughly planned, executing them in a few hours added a spontaneous element to the event. The proximity of the pop-up treatments to residents, some of whom lived just yards away, as well as the area's large number of pedestrians, allowed the event to quickly attract volunteers. Closing the street also gave the event a "street takeover" feel, engaging a space not usually occupied by pedestrians.



Children use the pop-up sidewalk marked by cones and flower pots north of 127th Avenue.

- **Leverage existing community stakeholders and organizations:** The Vision Zero 15th Street event would not have been possible without the great support of many community members and partner organizations. For example, the insights and assistance provided by local law enforcement, the Tampa Foundation, and the UACDC was invaluable. Future events should leverage the presence of pre-existing community organizations and their strong relationships with the community.
- **Roadway design treatments:** 15th Street could benefit from several potential roadway design treatments, including the addition of sidewalks and midblock crossings. The well-trodden dirt paths point to where the sidewalks could go. Several apartment complexes and Hillsborough Area Regional Transit (HART) bus stops are nearby. This is especially important to consider since many bus riders likely walk or bike to reach the bus stop. Additionally, while at the 15th Street event, it was noted that several community members were wheelchair-bound with limited mobility. The lack of a sidewalk in a highly travelled area is hard on all residents, but particularly those with limited mobility.



SAFE STREETS NOW

VISIONZERO

HILLSBOROUGH

UPDATES, SUCCESSES, AND WHAT'S AHEAD ON THE ROAD TO ZERO

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:



Paint Saves Lives

Low cost retrofits and pop-up treatments



One Message, Many Voices

Public awareness & education strategies



Consistent and Fair

Community-oriented law enforcement

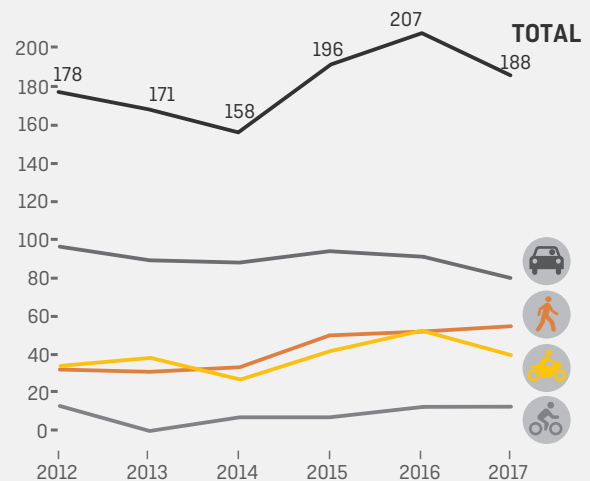


The Future Will Not Be Like the Past

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.

CRASH STATISTICS UPDATES



HILLSBOROUGH COUNTY TRAFFIC DEATHS 2012-2017

Source: Hillsborough County, Crash Data Management System.

The latest update to the crash data helps us see the full picture of crashes that happened in Hillsborough County during 2017. Here is the picture that emerged:

- Decrease in total deaths in 2017
- 2017 resulted in 3% higher total fatalities compared to average from 2012-2016
- Vulnerable road users (people walking, biking, or on motorcycles) continue to account for about half of the deaths



PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

GOAL 1: RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

- The City of Tampa is beginning a Smart Paint Pilot Project at 8 crosswalks with smart paint to assist with safe crossings for people who are visually impaired.
- Hillsborough County has requested green bike boxes & lanes at Citrus Park Drive between Countryway Blvd & Sheldon Rd.
- The Hillsborough County School District is planning a painted road segment with Cleveland Elementary for Fall 2018. Students will participate in painting the road segment in front of the school.
- FDOT is currently preparing a scope to review all signalized intersections and identify those with missing crosswalks within District Seven.
- FDOT conducts road safety audits for every road resurfacing project to identify road safety improvements to integrate, and has a few scheduled in Hillsborough County in the coming months.
- Hillsborough County conducts \$25 million in resurfacing projects per year. With each resurfacing project, they integrate road safety improvements, crosswalks, high emphasis markings, and mid-block crossings where warranted.



Example of a Leading Pedestrian Interval implemented at Ashley Dr and Kennedy Blvd.

GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

- FDOT & the City of Tampa have added Leading Pedestrian Intervals at 3 key intersections in downtown Tampa and the City has implemented additional LPIs around Tampa to give pedestrians a few seconds of lead time to cross the street before vehicles are given the green light. Additional intersections will have LPIs implemented over the new few months.

Ashley @ Kennedy	Twiggs @ Meridian
Kennedy @ Tampa	Swann @ Dakota
Twiggs @ Tampa	Jackson @ Tampa
Madison @ Tampa	Howard @ Cleveland
Orange @ Harrison	

- Hillsborough County is also implementing LPIs at select locations across the county.
- The City of Tampa has implemented several traffic calming & safe routes to schools projects (Himes Ave, Willow Ave, Hillsborough High School, Pride Elementary, & Tampa Bay Christian Academy) that include new crosswalks, bike lanes, and other safety features.

VISION ZERO PEER: MACON, GA

After hosting an Ideas Forum, the City of Macon heard loud and clear that residents wanted more mobility options. To address this, they tested out bike lanes by painting pop-up bike lanes on 5+ miles of Macon streets using the help of 90 volunteers. The two-day event, called Macon Connects, saw an overall **845% increase** in bike counts compared to normal conditions without bike lanes. They heard from Macon Connects participants that 71% of them support the idea of a connected, protected bike network across Macon and 88% reported being inspired to bike more.



ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

GOAL 1: INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

- The Hillsborough MPO held the first annual Gulf Coast Safe Streets Summit on February 27, 2018. Over two hundred attendees traveled from all over the Tampa Bay Region to support continuing efforts to create safe streets in the region. The day-long summit featured local and national experts on how to create safe streets and places people want to live and invest in. The Summit was followed by a happy hour and awards presentation to honor those who work tirelessly to foster a safe environment on our region's streets.
- The Hillsborough MPO created the Vision Zero Speakers Bureau to train and schedule speakers to present Vision Zero to groups who request it. So far, over a dozen groups all over the county have been presented to, with other requests continuing to come in.



On February 27, 2018, the Hillsborough MPO hosted the first annual Gulf Coast Safe Streets Summit, which had over 200 people in attendance.

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

- FDOT District Seven publishes a bi-weekly "Safety in Seven" internal report that accounts for all of the deaths that occurred on District Seven roads over that two-week period. It includes the victims names, age, how they died, and background on who they were. It serves as a reminder of the number one priority, which is getting people where they need to go safely and alive.



Safety in Seven



District Seven's Bi-Weekly Crash Report Update - A Summary of Traffic Fatalities that has occurred on public highways in the Tampa Bay Region. For more information, please note names of victims highlighted in blue are hyperlinked to news stories as published by the media and text highlighted in green are hyperlinked to obituaries as available. "Safety Doesn't Happen by Accident." Suggestions and/or ideas to enhance safety are welcomed [here](#) or by contacting Matthew Nance at 813-975-6747 or Matthew.Nance@dot.state.fl.us. Please note the word "here" is hyperlinked to District Seven's Innovation Share Point Site.

February 25, 2018



Manuel Patino-Villa, 57, Tampa: Manuel was driving northbound on U.S. 301 when a reckless driver hit the back of his pickup truck, causing the truck to flip over. He was pronounced dead at the scene.



Adaias Cruz-Mendez, 33, Plant City: Adaias was walking across U.S. 301 when he stepped into the path of an oncoming vehicle. He died at the scene.

February 24, 2018



Yasiel Ramirez Gutierrez, 24, Tampa: Yasiel was riding his motorcycle at a high rate of speed when he struck the rear end of a pickup truck. The impact caused him to be ejected from his motorcycle and land on the roadway. He was subsequently struck by two other vehicles while lying in the road.

February 23, 2018



Melanie Hoyt, 38, Riverview: Melanie was driving north on U.S. 301 when she turned left into the path of an oncoming vehicle. She was taken to Tampa General Hospital where she died from injuries sustained during the crash. She was wearing a seatbelt. She leaves behind a wife and son. "She will be remembered for her passion for her students, love of the beach, and addition to food network."

VISION ZERO PEER: LOS ANGELES

To broaden community engagement efforts, LA awarded \$300,000 in grants to community-based organizations to engage and educate residents on Vision Zero and traffic safety. The city obtained the grant funds from the State of California's Office of Traffic Safety to fund community groups' projects on LA's high-injury crash network. The application only required 30 minutes to complete, and the corridor strategy intends to engage a diverse group of stakeholders to affect change on the high-injury network.



CONSISTENT & FAIR

NOTABLE HIGHLIGHTS

GOAL 1: LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM (CTST) AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

- The CTST has been kept in the loop as Vision Zero tasks are implemented and discusses updates to Vision Zero efforts at its monthly meetings.

GOAL 2: ESTABLISH A VISION ZERO "CONSISTENT & FAIR" CORRIDOR PROGRAM

- The Hillsborough County Sheriff's Department is continuing targeted enforcement on high crash corridors across the county.
- The Sheriff's Department is working with FDOT & the Institute of Police Technology & Management at the University of North Florida to develop curriculum for a pedestrian safety course for law enforcement across the state.



Tampa Police Department officers hand out and install bike lights in downtown Tampa at the corner of Ashley Drive and Kennedy Boulevard.



- The Hillsborough MPO is leading outreach efforts on two of the Vision Zero Top 20 Severe Crash Corridors to bring awareness to the safety issues and engage the community in raising the bar for better behavior. The two corridors are:

15th Street from Fowler Ave. to Fletcher Ave.

56th Street from Sligh Ave. to Busch Blvd.

The 56th Street event was held on April 23, which had around 80 volunteers, including 60 King High School students, wearing neon shirts and holding signs with safety messages. The lion is the King High School mascot.

VISION ZERO PEER: NEW YORK CITY

New York City, the first city in the United States to adopt a Vision Zero policy, focuses law enforcement efforts on traffic offenses most likely to kill or injure New Yorkers. Called Vision Zero Violations, the NYPD places a significant focus on speeding, failure to yield to pedestrians, cell phone use, disobeying signs, illegal turns, and failure to stop on signal. Through rigorous enforcement, NYPD is communicating to motorists that NYC will not accept dangerous driving. The City is advocating for use of speed cameras to curb speeding and has been piloting speed cameras in 140 school zones, but expansion to high crash corridors is limited by state law. Since adopting Vision Zero in 2013, NYC has seen a **28% decrease** in all traffic-related fatalities.

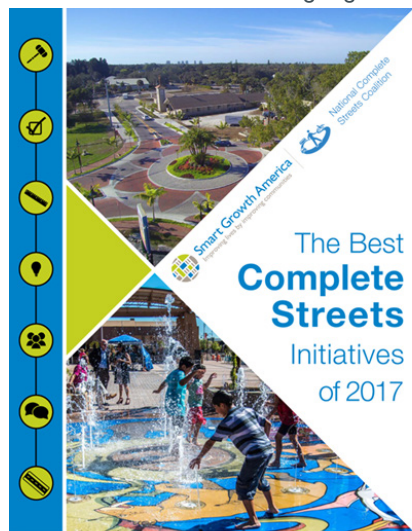


THE FUTURE WILL NOT BE LIKE THE PAST

NOTABLE HIGHLIGHTS

GOAL 1: UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

- FDOT Central Office is reviewing and updating its Maintenance of Traffic (MOT) policies to better account for bicyclists' and pedestrians' safety during road construction.
- The updated Florida Design Manual was adopted in January 2018, which replaces the Plans Preparation Manual. The FDM includes design criteria for Complete Streets and introduces Context Classification to determine design criteria depending on the surrounding land use context. District-wide corridor context classification is currently underway.
- The updated Florida Design Manual was named by Smart Growth America as one of the best Complete Streets initiatives in the nation.
- The Planning Commission is working with the City of Tampa and FDOT to develop Land Development Code that requires new developers to provide a 4 ft. by 4 ft. easement for crossing signal infrastructure.



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.

GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

- Hillsborough County has completed or now has under construction the top 10 pedestrian and bicycle safety projects identified by the MPO (totaling \$8.5 million)
- FDOT, the City of Tampa, and Tampa Electric Company are beginning the corridor and intersection design on Hillsborough Avenue to install new LED lighting, which will lead to reduced crashes on one of the Top 20 Severe Crash Corridors.
- FDOT has begun construction of the Jackson Street cycle track through downtown Tampa. When completed, the innovative cycle track will provide a separated, protected pathway for vulnerable users, connecting east/west from Ashley Drive to the Channel District.



VISION ZERO PEER: SAN FRANCISCO

San Francisco adopted a Vision Zero policy in 2014, and in 2017 recorded the lowest number of traffic fatalities in the city's history, with 20 traffic-related fatalities, a **41% decrease** since 2013. The city's Municipal Transportation Agency (MTA) implemented more than 700 Vision Zero safety projects in 2017 alone. MTA's number one focus is on reducing excessive speeding which is the primary cause of fatalities and injuries on its streets. Also in 2017, the San Francisco Police Department conducted 61 speed enforcement operations in speeding hot spots across the city.



HOW CAN YOU GET INVOLVED?

VISIT OUR WEBSITE TO LEARN MORE

- www.planhillsborough.org/vision-zero
- Read through the Final Vision Zero Action Plan
- Take the Vision Zero Pledge or share your story
- Request a Vision Zero Speakers Bureau speaking engagement for your neighborhood, office, or group of friends

VOLUNTEER FOR UPCOMING EVENTS

- We and our Vision Zero Coalition partners have events throughout the year that give you numerous opportunities to participate in Vision Zero

FOLLOW US ON FACEBOOK TO STAY IN THE KNOW!



www.facebook.com/VisionZeroHillsborough

JOIN THE VISION ZERO COALITION

Thanks to the Vision Zero Coalition for their continued support as we work together to implement the Vision Zero Action Plan. If you or your organization would like to join the Vision Zero Coalition, contact Gena Torres, Hillsborough MPO Vision Zero Project Manager at torresg@plancom.org or 813-273-3774 x357



UPCOMING EVENTS

15TH STREET VISION ZERO CORRIDOR OUTREACH EVENT

- Sign up to volunteer on May 20th from 1 to 4 pm to bring awareness to one of the Top 20 Severe Crash Corridors. Volunteers will help paint pop-up crosswalks, pop-up sidewalks, and a pop-up intersection mural.
- To sign up visit: www.volunteersignup.org/CHAE8



BECOME A VISION ZERO SPEAKER

- The Hillsborough MPO will be hosting its second Speakers Bureau training session on June 7th from 11:30 to 1 pm at the MPO's office at 601 E Kennedy Blvd, 18th Floor.
- Contact Gena Torres at torresg@plancom.org for more information





SAFE STREETS NOW

VISIONZERO

HILLSBOROUGH

UPDATES, SUCCESSES, AND WHAT'S AHEAD ON THE ROAD TO ZERO

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:



Paint Saves Lives

Low cost retrofits and pop-up treatments



One Message, Many Voices

Public awareness & education strategies



Consistent and Fair

Community-oriented law enforcement

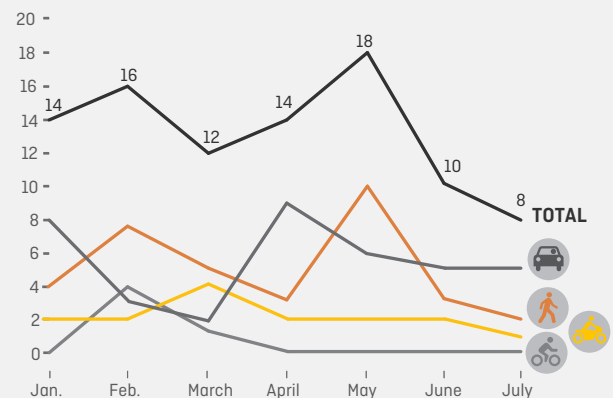


The Future Will Not Be Like the Past

Facilitating culture change through policies and programs



TRAFFIC DEATHS TREND



HILLSBOROUGH COUNTY TRAFFIC DEATHS
January 2018 to July 2018

Source: Hillsborough County, Crash Data Management System.

The latest crash data available helps us see the full picture of crashes that have happened in Hillsborough County so far during 2018. Here is the picture that is emerging thus far:

- May 2018 saw the highest total number of traffic fatalities
- Nearly 37 percent of traffic fatalities were pedestrian-related
- During the months of April to July 2018, there were no reported bicyclists fatalities



PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

GOAL 1: RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

- FDOT is working with Hillsborough County Schools to create traffic box wraps that encourage students to avoid distractions when crossing the road. Students will have the ability to submit designs for the wraps, with FDOT District 7, City of Tampa, Hillsborough County Schools, and the Hillsborough MPO judging the entries. FDOT is aiming to start the program this fall.
- To raise awareness and create a culture of safety for pedestrians and bicyclists, community members added a temporary mural and crosswalk to North 15th Street in the area between Fowler and Fletcher avenues, a corridor with one of the highest crash rates in Hillsborough County.



Starting in fall, FDOT will begin a program to wrap existing traffic boxes with designs submitted by students that relate to avoiding distractions while crossing roadways.



Participants at the 15th Street event show off their freshly painted intersection mural.

GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

- FDOT has installed pedestrian-activated, in-pavement LED lights at a crosswalk on West Martin Luther King Boulevard near St. Joseph's Hospital. The LED lights increase the visibility of pedestrians to drivers, especially when pedestrians must cross at night.
- Leading-pedestrian intervals, which give pedestrians a few seconds of extra time to cross intersections ahead of traffic, have been implemented by FDOT at two busy signalized school crossings in Seffner: U.S. 92 and Peach Avenue as well as U.S. 92 and Kingsway Road.
- The community group, Sidewalk Stompers, worked with the City of Tampa and school officials to update outdated and faded crosswalks at several Hillsborough County schools including: Mabry Elementary, Chiamonte Elementary, and Coleman Middle schools.



ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

GOAL 1: INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

Vision Zero Speakers Bureau spreads the message that one death is too many by training and scheduling speakers to present the campaign across the county. On June 7th, the Hillsborough MPO hosted its second Speaker's Bureau's training session at the MPO's office. To date, the Speakers Bureau has **26 active members who have made 13 presentations** to neighborhood groups, civic associations, and citizen advisory committees, with many more community groups requesting to hear about the campaign.

The Speakers Bureau formed as a way to further the Vision Zero goal of increasing awareness to make people safer by encouraging safer behavior. Upcoming Speakers Bureau training dates include:

- September 6th - 11:30 AM to 1:00 PM
- October 4th - 11:30 AM to 1:00 PM
- November 1st - 11:30 AM to 1:00 PM

All trainings will be held at the Hillsborough MPO's Plan Hillsborough Room, County Center, 18th Floor.



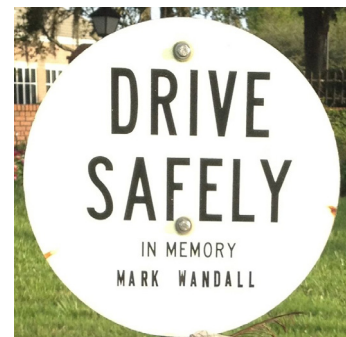
J. Steele Olmstead, a Vision Zero Speaker's Bureau member, providing a presentation to the Temple Terrace Rotary Club.

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

The [National Coalition for Safer Roads \(NCSR\)](#) was established to advance the cause of road and traffic safety and to support the road safety technology industry. Melissa Wandall, president of NCSR, is a nationally recognized traffic safety advocate who was instrumental in passing Florida's Mark Wandall Traffic Safety Act, named in memory of her husband who was killed in a red-light running collision. The act has allowed Florida communities to utilize the beneficial technology of red-light safety cameras. "Tragedy can be transformed into something beautiful and positive," stated Wandall.

Melissa is not stopping here and hopes to extend her reach by becoming an influential voice on national highway safety, and bring needed change to Florida and beyond.

In addition to the Mark Wandall Traffic Safety Act, Melissa is keeping her husband's story alive by participating in the ["Driving Down Heartache"](#) roadside marker program. Many of us are probably aware of this program without even realizing it. In Florida, there are 5,035 roadside markers indicating where lives have been lost to traffic crashes.



Melissa will be sharing her story at the next quarterly meeting in November (specific date, time, and location to be determined) as well as discussing her hopes of establishing a "Families for Safe Streets" chapter locally in the Tampa Bay region.



CONSISTENT & FAIR

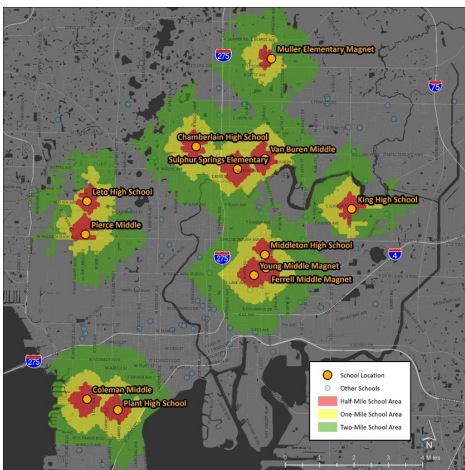
NOTABLE HIGHLIGHTS

GOAL 1: LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM (CTST) AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

The Hillsborough MPO conducted multimodal safety and walk/bike access reviews aimed at identifying opportunities to enhance student safety and comfort as they are going to and from school.

Input from the School Transportation Working Group (STWG) and local jurisdictional and agency staffs assisted in formulating a data-driven methodology to prioritize safety projects around schools beyond the traditional complaint-driven system. The methodology included reviewing many factors including lighting, crash history as well as demographic data to identify communities of concern. The School Safety Study was approved by the MPO Board on July 31, 2018.

For a copy of the MPO School Safety Study Top Ten Report and other information visit: <http://www.planhillsborough.org/stwg/>



Map showing the Top Ten School Areas where the Hillsborough MPO has identified opportunities to enhance school safety.



GOAL 2: ESTABLISH A VISION ZERO "CONSISTENT & FAIR" CORRIDOR PROGRAM

On June 3rd, Vision Zero coalition members brought the community together to highlight the need for improvements through a mix of paint, sweat, and creativity along North 15th Street.

The Hillsborough MPO worked with the University Area Community Development Corporation (UACDC), the Tampa Foundation, FDOT, and the Hillsborough County Sheriff's Office to organize a half-day event that closed the street for interactive activities. By the end of the day, residents had created a temporary intersection mural and crosswalk, and a section of missing sidewalk had been beautified with rows of freshly-painted flowerpots.

The event began with Tampa-based artist Cass Womack, selected by the Tampa Foundation to participate, tracing designs at 127th and 122nd avenues. Parents and children took up brushes and rollers to fill in the designs with colors in a few hours.

"We look forward to implementing similar activities such as a mural crosswalk on other streets in the University Area in order to continue to push safety improvements for our community," said Sarah Combs, CEO and executive director of the UACDC.



THE FUTURE WILL NOT BE LIKE THE PAST

NOTABLE HIGHLIGHTS

GOAL 1: UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

The [Vision Zero Network](#) and [Institute of Transportation Engineers \(ITE\)](#) have teamed to create an in-person training and online resource focused on speed management. The organizations have received a grant to support the project through the Road to Zero Coalition, a national Vision Zero group. Vision Zero recognizes speed as a top concern in saving lives. Even relatively low speeds have high chances a pedestrian will die if struck. A person struck at 30 mph has a 40 percent chance of getting killed. Speed is a significant factor of severe crashes in Hillsborough County, where 75 percent of fatal crashes occur on roads with posted speeds of 40 mph or higher. "Safe mobility is a civil right. It is the road owner's responsibility to ensure that those walking should not have to cross more than two lanes at a time," said Paula Flores, president of ITE International.

The training, "Moving from Conversation to Action: A Scalable Training Resource on Speed Management for Transportation Professionals and Community Stakeholders," aims to empower people with ways to lower speeds. The grant is administered by the [National Safety Council](#), which formed the Road to Zero Coalition in 2016 with the Federal Highway Administration, Federal Motor Carrier Safety Administration, and National Highway Traffic Safety Administration.



"This project will have direct and lasting value as we seek to achieve the goal of zero fatalities and serious injuries on our nation's roadways," said Deborah A.P. Hersman, president and CEO of the National Safety Council.

GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

FDOT

- Bicyclist and pedestrians will soon have an easier time crossing a section of Florida Avenue south of I-275. An increase in walkers and cyclists in this area has led FDOT to begin to install traffic signals at the Florida Avenue intersections of Harrison and Fortune streets. "These signals will provide safe, controlled crossings for pedestrians in downtown Tampa and help to extend the downtown grid further north," said Alex Henry, FDOT District 7 Bicycle and Pedestrian Coordinator.
- FDOT expects the construction of the Jackson Street protected cycle track through downtown to wrap up in September.

City of Tampa

- In May, the City of Tampa reduced the speed limit on Bayshore Boulevard from 40 mph to 35 mph and announced it is expediting pre-existing plans for improvements on the roadway. Crosswalks with Rectangular Rapid Flashing Beacons (RRFBs) are expected to be completed by October. Additionally, work to narrow lanes to 10 feet and create striped-buffered bicycle lanes are expected to begin in



Tampa's first bike box was created at Tampa and Jackson streets. These boxes give bicyclists a designated space at the head of queuing traffic.



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VOLUNTEER FOR UPCOMING EVENTS

- We and our Vision Zero Coalition partners have events throughout the year that give you numerous opportunities to participate in Vision Zero

FOLLOW US ON FACEBOOK TO STAY IN THE KNOW!



www.facebook.com/VisionZeroHillsborough

JOIN THE VISION ZERO COALITION

Interested in volunteering or sponsoring an event? We are always looking for new members and organizations to join our efforts! If you or your organization would like to join the Vision Zero Coalition, contact Gena Torres, Hillsborough MPO Vision Zero Project Manager at torresg@plancom.org or 813-273-3774 x357



UPCOMING EVENTS

FLORIDA AMERICAN PLANNING ASSOCIATION (APA) CONFERENCE

Gena Torres will be presenting during two sessions at the FL APA Conference in West Palm Beach this September. Her sessions include: "A Look at Past, Present & Future Road Diet Projects in Tampa Bay" and "Reaching Zero: A Vision for Florida's Roadways."



VISION ZERO QUARTERLY MEETINGS

- The Hillsborough MPO will be hosting quarterly meetings in November 2018 and in February and May 2019 to provide status updates on Vision Zero efforts. Specific dates, times, and locations to be determined.
- Contact Gena Torres at torresg@plancom.org for more information





SAFE STREETS NOW

VISIONZERO

HILLSBOROUGH

UPDATES, SUCCESSES, AND WHAT'S AHEAD ON THE ROAD TO ZERO

TRACKING PROGRESS

It's been almost one year since the MPO Board adopted the 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:



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Low cost retrofits and pop-up treatments



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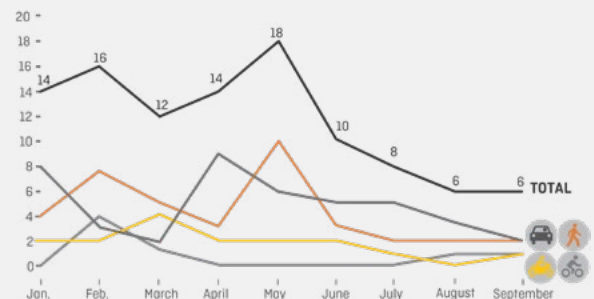


The Future Will Not Be Like the Past

Facilitating culture change through policies and programs



TRAFFIC DEATHS TREND



HILLSBOROUGH COUNTY TRAFFIC DEATHS

January 2018 to September 2018

Source: Hillsborough County, Crash Data Management System.

The latest crash data available helps us see the full picture of crashes that have happened in Hillsborough County so far during 2018. Here is the picture that is emerging thus far:

- August and September 2018 have had the lowest total number of traffic fatalities, so far, this year
- During the month of August, there were zero motorcycle fatalities



PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

GOAL 1: RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

- The **City of Tampa** completed a project that introduces feature to protect pedestrians and bicyclists on a high-crash portion of Himes Avenue between Kennedy Boulevard and Columbus Drive. Between 2009 and 2011, this section of roadway experienced 11 fatal or incapacitating crashes. The safety improvements include converting the two-way left turn lane that runs along the mile and a half segment into a landscaped median. Multiple two-stage pedestrian crossings have been added, including one at North B Street in response to citizen requests. The improvements also include dedicated bike lanes in each direction.
- The **Florida Department of Transportation** Crosswalk Safety Contest began in October and provides the opportunity for students to design artwork for the signal cabinet wraps near their school. The designs are centered around the theme of avoiding distractions when crossing a road. The judges include the following panel: Cindy Stuart (Hillsborough County School Board), Bob Campbell (Hillsborough County Public Works), William Porth (City of Tampa Transportation and Stormwater Services Department), Ginger Regalado (FDOT District Seven), Kris Carson (FDOT

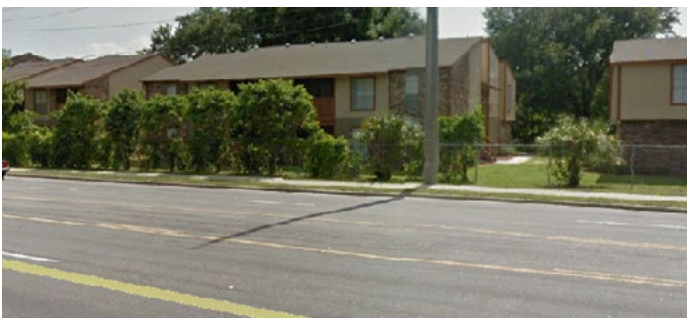


An example of a signal cabinet box promoting pedestrian and bicyclist safety in Lexington, Kentucky. (Source: Lexington Herald Leader)

District Seven), Julie Bond (USF CUTR), and Beth Alden (Hillsborough MPO). The judges met in October to review the judging criteria and vote-casting process and will meet again in late November to judge the entries which are due November 2, 2018.

GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

- The **Hillsborough MPO** is working with the **City of Tampa, APA FL Sun Coast Section, and Safe & Sound Hillsborough** to hold a mural contest for fourth and fifth grade classes at **Cleveland Elementary School**. The winner of the mural contest will have their artwork displayed at an intersection near the school as a way to slow traffic and raise driver awareness, while also highlighting the student's artistic skills. Additionally, the winner will receive a new bicycle, helmet and bicycle lights donated from **OnBikes**.



Before and After images showing the safety improvements on Himes Avenue that include a two-staged pedestrian crossing on Himes Avenue, one of multiple newly-installed, high-visibility crossings that help pedestrians cross the street.



ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

GOAL 1: INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

- The first **Vision Zero Quarterly Coalition Meeting** occurred on August 28th at the Hillsborough MPO office. The meeting, which included around 30 individuals from the community, highlighted progress made the last several months and opportunities for future initiatives. Two key accomplishments include Speaker's Bureau presentations and the installation of 'Vision Zero Hero' messaging advertisements in 20 businesses located along high crash corridors.
- Vision Zero held several safety awareness events at area schools during mid-August and early October including: **Farnell Middle School, Benito Middle School, Pride Elementary School, Roosevelt Elementary and Plant High School** to remind drivers to drive safely and look out for children walking and bicycling.
- Residents of **Seminole Heights** partnered with Vision Zero to promote safe driving in their neighborhood on August 23rd. Residents who live along Highland Avenue stood along the street between West Violet Street and West Haya Street asking people to slow down. Councilman Maniscalco joined the residents in Seminole Heights.



During the Farnell Middle School safety awareness event, the principal noted they are looking to add another bicycle rack due to the large number of bike riders at the school.

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

- The **October 8th Walk of Silence** honored the memory of Alexis (Lexi) Miranda who was hit by a car while walking to Chamberlain High School on October 6, 2015. Over 20 volunteers participated in the silent, one-mile walk by holding signs with photographs of Alexis or Vision Zero signs with messages about safe driving. Alexis' mother, Valerie Jones, and Councilman Luis Viera both spoke at the event and encouraged safety improvements on our roadways.
- Vision Zero held a **2018 Walk of Silence** on October 20th in memory of the 122 loved ones who have been lost to traffic crashes, so far, in Hillsborough County this year. Participants walked a half-mile along the Riverwalk from the Poe Plaza to the USF Park where the event concluded with a read out of all of the victim's names. Vision Zero leaders hope to make this a yearly event to honor those who were lost too soon to traffic violence.



Participants painted shoes white to honor and signify each life lost on Hillsborough County roadways so far in 2018.



CONSISTENT & FAIR

NOTABLE HIGHLIGHTS

GOAL 1: LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM (CTST) AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

- **Sidewalk Stompers** worked with the **City of Tampa** to update outdated and faded crosswalks around Coleman Middle School. Additionally, students are rewarded with prizes, candy, raffle tickets and more for using safe pedestrian behaviors. This includes crossing at a crosswalk, waiting for a light or walk signal, using sidewalks, wearing a bike helmet, not texting while walking, not cutting through parking lots, the bus ramp, or traffic. These Roadwise Awards are presented by Roadwise Champions, who are student and parent volunteers, at Coleman Middle School.



Crosswalk located near Coleman Middle School that has been updated with a fresh coat of paint.

GOAL 2: ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

- The **High Visibility Enforcement for Pedestrian and Bicycle Safety Program** allows law enforcement agencies to receive grant money from **FDOT** to increase awareness of pedestrian and bicycle-related laws, educate road users, and enforce the laws. The goal is to reduce pedestrian and bicyclist crashes, injuries, and fatalities. Nearly every law enforcement agency in Pinellas, Hillsborough, and Pasco received grant money, which ranged from a few thousand to more than \$100,000 depending on the county’s crash numbers. Tampa Police received \$82,000 and the Hillsborough County Sheriff’s Office received \$120,000. Law enforcement agencies have set up details along roads that are hot spots for crashes involving non-motorists. The grant money covers the period from September 2018 through May 2019. Officers will be issuing bike lights and providing educational material on laws and how to use crosswalks safely. FDOT and the University of North Florida will keep track of the numbers to monitor progress.



Alert Today Florida’s High Visibility Enforcement Program is designed to increase awareness of, and compliance with, traffic laws and regulations that protect the safety of pedestrians and bicyclists on Florida’s roads.



THE FUTURE WILL NOT BE LIKE THE PAST

NOTABLE HIGHLIGHTS

GOAL 1: UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

- The **road diet on Nebraska Avenue**, dating back 10 years, is gaining attention as a best practice project and has been included in the *Integrating Transit into Complete Streets* report for FDOT Central Office.
- The **Florida Department of Transportation** and the **Center for Urban Transportation Research (CUTR)** prepared a report, "*Development of Statewide Guidelines for Implementing Leading Pedestrian Intervals in Florida*," that has been a helpful resource for increasing pedestrian safety at signalized intersections.

GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

- The **Sulphur Springs K-8 Community School (SSK8)** was awarded a Safe Routes to School (SRTS) grant to fund sidewalks, crosswalks, lighting, and signage enhancements around the school.
- Hillsborough County leaders are planning to make some major safety changes in the Westshore area. The **Westshore Transportation Action Plan** includes new sidewalks, crosswalks, and speed humps on Gray Street. In Cypress Point Park, improvements include a new transit hub, a shuttle, and bicycles for rent.



Rendering of a potential shuttle and bicycles for rent in the Cypress Point Park area of Westshore.

Plans for the intersection of Manhattan and Boy Scout Boulevard include new crosswalks and sidewalks.

- The **Hillsborough MPO Transportation Improvement Program (TIP)** is a five year plan that identifies, prioritizes, and allocates funding for transportation projects for FY 2018/19 - FY 2022/23. The MPO Board put high on their priority list several projects that improve safety and further the Vision Zero message including:
 - **Vision Zero Corridors Study** - Request for \$500K to conduct a planning level study eight severe crash corridors within unincorporated Hillsborough County.
 - Bayshore Blvd from S Howard to Gandy Blvd (Phase 3); **Restripe for bike lane**; Currently under Construction (FPN: 413092-3)
 - Columbus Dr from Nebraska Ave to 14th St; **Walk/bike safety**; Preliminary Engineering (PE) 2018 and Construction 2020 (FPN: 436639-1)
 - 46th St from Busch Blvd to Fowler Ave; **Walk/bike safety**; PE 2018 and Construction 2020 (FPN: 437246-1)
 - Rome Ave from Kennedy Blvd to Columbus Dr; **Walk/bike safety**; PE FY 2018 and Construction 2021 (FPN: 437243-1)
 - SR 39 / S Collins Street from Merrick St to E Laura St; **Complete Streets enhancements**; Plant City Priority #1; Currently under Construction (FPN: 437642-1)
 - **Green Spine: Phases 2B and 3A**; **Walk Bike Emphasis Corridor**; City of Tampa - Construction as part of stormwater management project by 2020 (FPNs: 439476-1 and 439476-2)
 - Floribaska Ave (Tampa St to Nebraska); **Walk/bike safety**; Construction 2019 (FPN: 436640-1)
 - Morris Bridge Rd **Bike Lanes/Paved Shoulders**, Davis to Fletcher; **Walk/bike safety**; Construction 2021 (FPNs: 439532-2 and 439532-1)



HOW CAN YOU GET INVOLVED?

TAKE ACTION FOR VISION ZERO

- <http://www.planhillsborough.org/take-action-for-vision-zero/>
- Take the Vision Zero Pledge
- Share your story with us
- Request a Vision Zero Speakers Bureau presentation. Whether it's 5 minutes or 55 minutes, there is someone ready to spread the news of Vision Zero

VOLUNTEER FOR UPCOMING EVENTS

- We and our Vision Zero Coalition partners have events throughout the year that give you numerous opportunities to participate in Vision Zero

FOLLOW US ON FACEBOOK TO STAY IN THE KNOW!



www.facebook.com/VisionZeroHillsborough

UPCOMING EVENTS

EVENT

- **November 18** - World Day of Remembrance - annual worldwide event to memorialize those lost to traffic crashes, while elevating the important work of Vision Zero communities
- **December 15** - Cleveland Elementary School Mural Painting Day (723 E. Hamilton Avenue) from 10AM - Noon - Refreshments and snacks will be provided



Hillsborough MPO
Metropolitan Planning
for Transportation



American Planning Association
Florida Chapter

BE A VISION ZERO HERO

Being a **Vision Zero Sponsor** is a valuable means to show support for the safety of Hillsborough County.

By participating as a sponsor you can advance the Vision Zero message and gain visibility and recognition as a leader focused on improving the quality of life for all modes of transportation in our county.

If you or your organization would like to become a sponsor, contact Gena Torres (torresg@plancom.org) or Amanda Chornoby (achornoby@cityesthatwork.com) to learn more!



VISION ZERO QUARTERLY MEETINGS

- The second quarterly meeting will be held November 29, 2018 at 6:00PM in the River Room at Julian B. Lane Riverfront Park (1001 N. Blvd, Tampa, FL)
- Join us and learn about how you can stay involved!
- Contact Gena Torres at torresg@plancom.org for more information





SAFE STREETS NOW

VISIONZERO

HILLSBOROUGH

UPDATES, SUCCESSES, AND WHAT'S AHEAD ON THE ROAD TO ZERO

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 report tracks the progress and accomplishments of the Vision Zero Coalition, which are organized into four action tracks:



Paint Saves Lives

Low cost retrofits and pop-up treatments



One Message, Many Voices

Public awareness & education strategies



Consistent and Fair

Community-oriented law enforcement

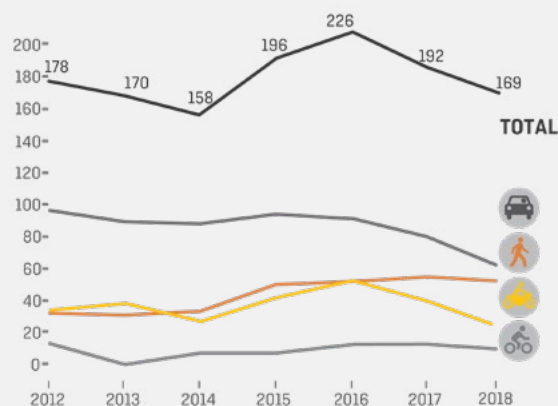


The Future Will Not Be Like the Past

Facilitating culture change through policies and programs



TRAFFIC DEATHS TREND



**HILLSBOROUGH COUNTY TRAFFIC DEATHS
2012-2018**

Source: Hillsborough County, Crash Data Management System.

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.



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

SPEAKER'S BUREAU

Vision Zero has a page on the Plan Hillsborough website titled, "Take Action for Vision Zero." On this web page, visitors can sign the Vision Zero Pledge, share their stories, and learn about upcoming Vision Zero Speakers Bureau training opportunities and community related events. One of the most exciting new features is the ability to book a presentation from a Vision Zero speaker directly through the website:

<http://www.planhillsborough.org/take-action-for-vision-zero/>

Thank you to all of those who requested Vision Zero presentations throughout 2018:

- Ballast Point Homeowners
- Carrollwood Meadows Homeowners Association
- Cherry Creek Property Owners Associations
- Friends of the Bloomingdale Library
- Hawks Point
- MacFarlane Elementary Parent/Teacher Association and Honor Students
- MacFarlane Elementary School Executive Board
- MacFarlane Park Homeowners Association
- New Tampa Safe Streets
- Northeast Seminole Heights - Block Captains
- Northeast Seminole Heights - Neighborhood Watch Picnic
- Palma Ceia
- Pasco Citizen's Advisory Committee
- Rotarian Club RCTNT
- Seminole Heights
- Seminole Heights Highways and Byways
- Tampa Heights Civic Association
- Tampa Homeowners Association of Neighborhoods
- Temple Terrace Rotarians
- University Square Civic Association
- Wellswood Homeowners Association



THANK YOU TO ALL OF OUR
VISION ZERO HEROES!



PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

GOAL 1: RAISE DRIVER AWARENESS OF PEOPLE WALKING AND BIKING BY USING HIGH-VISIBILITY MARKINGS ON THE TRANSPORTATION NETWORK

- **Cleveland Elementary Mural**

- Fourth and fifth graders at Cleveland Elementary have a much larger canvas for their artwork than usual – E. Hamilton Avenue near their school. Following the success of a temporary mural painting on 15th Street in June 2018, the Vision Zero Coalition held another mural painting day to slow down traffic near the school on Saturday, January 12 from 10AM to Noon.
- Approximately 60 volunteers attended the event. The mural was inspired by Cleveland Elementary student Alex Tavares, who received a bike, helmet, and bike lights courtesy of event sponsor, OnBikes. Other sponsors included the Hillsborough Metropolitan Planning Organization, Hillsborough County Public Schools, American Planning Association Sun Coast Section, and Safe & Sound. These sponsors provided paint, materials, artist costs, and refreshments. Alex's mural was interpreted by local artist Junior Polo. Junior led volunteers of all ages as they completed the colorful mural in front of the school.



One of several event sponsors, the American Planning Association Sun Coast Section, showing their support.

- **Tampa Smart Paint Application**

- The Tampa Smart Paint Pilot Project is a public-private, academic partnership between the City of Tampa, Intelligent Material, Tampa Lighthouse for the Blind, and the Ohio State University (OSU) that is working to assist persons with visual disabilities. Partners are providing services and resources with the City of Tampa portion being funded through the Smart Mobility operating budget. The Smart Paint application is intended to comfortably and safely allow users with visual disabilities to traverse crosswalks by using special canes that can detect the smart paint and allows them to stay within crosswalks. The use of smart paint and canes correlates with the City's mission to serve vulnerable communities and provide an equitable transportation system. The Smart Paint is currently being tested in Tampa, near the Lighthouse for the Blind and adjacent transit facilities located near South Boulevard and Cleveland Street as well as South Boulevard and Platt Street. As the paint is installed over the next couple of months, the City will be working with its partners to test the facility with candidates selected by the Lighthouse of Tampa. Future applications of the smart paint technology include: identifying deboarding areas at transit stops, navigating through crowded spaces like airports and convention centers, and connected / automated vehicle guidance and positioning. Vik Bhide from the City of Tampa noted,



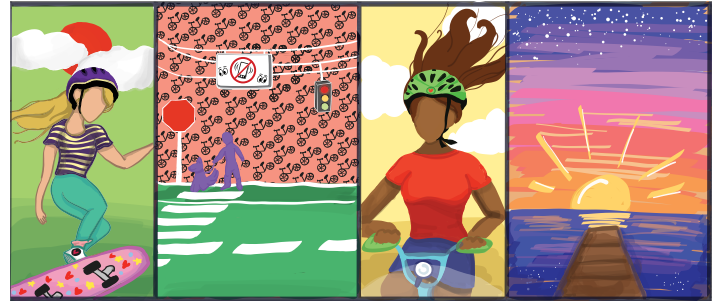
The Tampa Smart Paint Project aims to assist persons with visual disabilities.



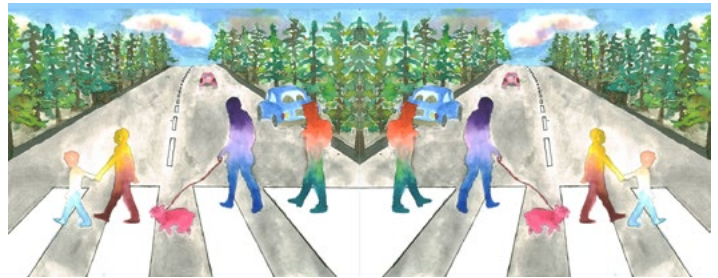
"Upon completion of testing, we hope to publish our findings and work with the community to identify other uses. We need to ensure that the smart paint product is effective over time and holds up to Tampa's weather and conditions."

• FDOT Traffic Signal Box Art Contest

- Local high school students were given the opportunity to make their mark on crosswalks near their school through the FDOT traffic signal box art contest. The contest submittals were due in November and winners were announced in December. The art contest was applied to the outside of the traffic signal boxes at intersections and was to convey crosswalk safety messages.
- Of the 62 submittals, the top three winners include Shanice Robertson, Julian Catano Perez, and Sarah Jarvis. They received prizes of \$250, \$150, and \$100.
- The judges included representatives from the following: Hillsborough County School Board, Hillsborough County Public Works, City of Tampa Transportation and Stormwater Services Department, FDOT District 7, FDOT District 7, USF CUTR, and the Hillsborough MPO.



First Place artwork by Shanice Robertson (Blake High School)



Second Place artwork by Julian Catano Perez (Hillsborough High School)



Third Place artwork by Sarah Jarvis (Blake High School)

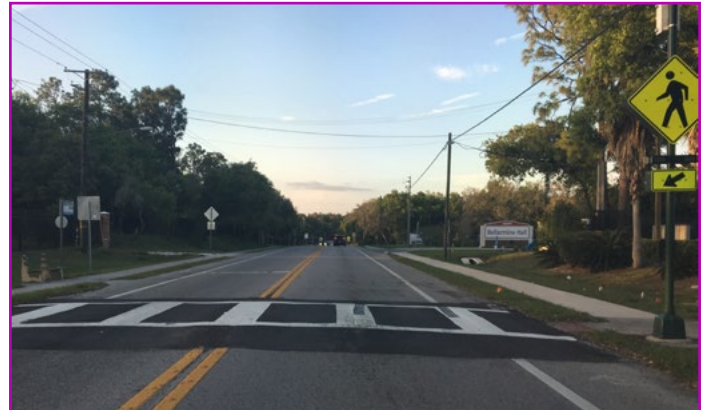
Volunteers work on the Cleveland Elementary Mural.





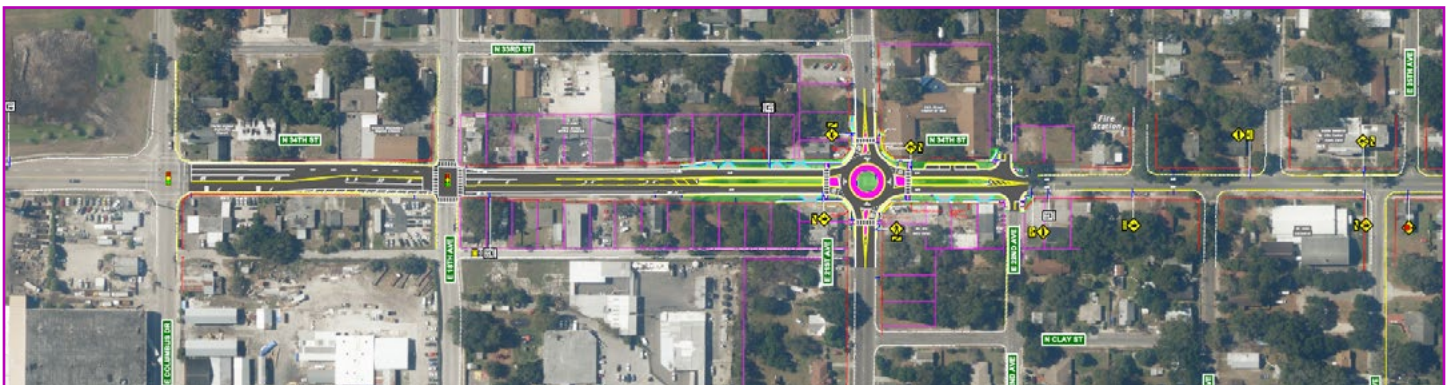
GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

- 50th Street – Raised Crosswalks:** In January, raised crosswalks were installed on 50th Street to help slow down speeders along the busy university-area roadway. The street borders the east side of the University of South Florida campus in Tampa. The roadway is notorious for safety issues. In 2014, a woman was hit and seriously injured while crossing the street. Additionally, a guide dog was struck and injured in 2012. The raised crosswalks are the latest in a string of safety improvements for the hazardous street, including flashing beacons, sidewalks, and reduced speed limits in the area. The raised crosswalks project cost less than \$15,000. County officials are hopeful the project, along with the previous enhancements, will bring measurable safety improvements along the roadway.
- 34th Street Roundabouts:** Three roundabouts are planned for a stretch of roadway known for serious, and sometimes fatal, crashes. From 2009 to 2011, 34th Street from Columbus Drive to Hillsborough Avenue had 14 serious crashes. The City of Tampa plans to construct roundabouts at the intersections of E. 21st Avenue, Lake Avenue, and Osborne Avenue beginning in 2019 with completion in 2020. Other proposed improvements in the area include the following: flashing beacons and advanced signage at 26th Avenue; a road diet from Columbus Drive to 21st Avenue; a road diet from Lake Avenue to Dr. Martin Luther King, Jr. Boulevard; and bicycle facilities throughout the corridor.



Raised crosswalks at N 50th Street and USF Holly Drive on the USF Campus. Image courtesy of Hillsborough County

Roundabout planned for the intersection of 34th Street and E. 21st Avenue.





ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

GOAL 1: INCREASE AWARENESS OF VISION ZERO TO INFLUENCE SAFER BEHAVIORS ON OUR ROADWAYS

- **Getting the message of Vision Zero out through community events:**
 - [Gasparilla Bike Safety Rodeo](#) was held on January 19. The Vision Zero Coalition and the MPO's Bicycle Pedestrian Advisory Committee (BPAC) were busy creating awareness for walking, biking, and roadway safety. BPAC assisted the Tampa Police Department with the Gasparilla Children's Parade Annual Bicycle & Pedestrian Safety Rodeo. A big thanks to St. Joseph's Hospital and Baycare for fitting all participants with free helmets!
 - [Vision Zero Coalition Participated in 30th Annual Martin Luther King Jr. Day Parade](#) - Participants celebrated the life and legacy of Dr. King and shared the commitment to safe and equitable transportation for all. Vision Zero would like to extend a special thanks to the University of South Florida SISTUHS and African Students Association for participating in the parade held on January 21, 2019 and spreading the dream of zero traffic deaths in our community.

• Study of Media Messaging and Victim Blaming

- When it comes to bicyclist safety, researchers have found that how crashes are reported has an impact on how they are viewed by the public. Julie Bond from the Center for Urban Transportation Research (CUTR) recently presented findings from a report titled, "Media Framing of Fatal Bicyclist Crashes in Hillsborough County: A Critical Discourse Analysis" at the Transportation Research Board (TRB) Conference in Washington, D.C. The research team examined 189 media reports of 94 bicyclist traffic fatalities in Hillsborough County from January 2009 to June 2018. They studied how linguistic choices frame the relationship between bicyclists and others involved in fatal crashes. The results of the research showed that reports often focused on the traffic event and the parties involved in the crash typically removed blame from the motorist and highlighted the bicyclist's actions. For example, many reports state, "A bicyclist was struck by a vehicle..." rather than by a motorist. Ultimately, the study found that this type of reporting strengthens the perception that bicyclists are responsible for their own lack of safety detracting from policy reform that could decrease bicyclist fatalities.



During the Gasparilla Bike Safety Rodeo, participants learned walking, biking, and roadway safety skills. Those in attendance were all fitted and given free bicycle helmets.



Vision Zero Coalition members, USF SISTUHS, and African Students Association members take time from the parade to show their support for safe and equitable transportation in the community.



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

- **Families for Safe Streets (FSS)** organization was founded in 2014 by families of loved ones who were killed or injured in crashes in New York City as a way

to come together and share their stories of love and life lost. Nine other FSS chapters have been established since then in places like Central Texas, Alexandria, Virginia, and Southern California. Vision Zero Hillsborough aims to establish a local FSS chapter in the Tampa Bay region. Anyone interested in championing this endeavor should reach out to Gena Torres (torresg@plancom.org).

REMEMBERING THOSE WHO LOST THEIR LIVES TO TRAFFIC VIOLENCE IN 2018*



Albert Balagun Courtney · Alexis Pacheco · Amanda Bruce · Amanda Cepeda-Duque · Andrew Musty · Angelina Elizabeth Torrey · Armando Christopher Hernandez · Armondo Lopez · Art Leon Holley · Bamnet Narongchai · Bernardino Abbinante · Bradley Broughton · Brandi Eckelstafer · Brandon Wayne Fowler · Brett Thomas Hitchcock · Brian Ray Baxter · Brian William Lester · Carlos Gutierrez · Chanel Smith · Charles Edward Kinsey · Charles Frietsch · Charlie Suave Garcia · Christian Camilo Roza · Christopher Garcia · Christopher Magdic · Christopher Wade Mayo · Cindy marie Bilardo · Connie Raye Sands · Cory Vircik · Cynthia Porley · Daniel Lee Allmond · David Anthony Counts · David Cecich · David Suarez Gonzalez · Derek McCormick · Donna K. Hurt · Dr. Charles C. Williams Jr. · Dustin Pierce · Erick Miguel Lizardi · Ernesto Lopez Zaragoza · Ever Chavez Romero · Felix Dela Uz · Felix Rubio Camacho · Gerald Erouard Jr. · Gerardo Yslas · Gertrude Minneman · Graham Randy Howell · Gustavo Martinez-Meza · Isabel Triana · Jacquelyn Lindermann · James Richard Barnhardt · Jason Anthony Daniels · Jeff Germain-Rogers · Jerry Walker · Jess Paez · Jesse Lamar Wood · Jessica Reisinger · Lillia Raubenbolt · Jesus De La Torre-Morales · Jesus Manuel de Jesus · Jesus Navarro Lopez · Joel Mendez · Joery Godson Christophe · John Anthony Cosme-Rivera · John Bryan Garcia · John Dilgard · John Howard Perry · John Michael Mackey · John William Costello · Jose Zertuche-Garcia · Juanita Paulino · Keith Booker · Kenneth Alan Wetherington · Kerry Jason Webb · Lawrence James McKiernan · Lazaro Villareal Santana · Leila Reid · Manuel Patino Villa · Marcelino Romero · Marcia Woodside Rivers · Marco Gonzalez Vargas · Maria Teresa Ortiz Vega · Marsha Dawn Wertz · Martina Alexiou Beltran · Mary J. Phillip · Matthew MacGregor McCullum · Meghan Alisha Wiggins · Melanie Hoitt · Melvin Allen · Michael Lee Nevels · Miguel Alexis Hernandez Jr. · Mikeycha James · Mohamed Su Al Toobi · Moses Carter Jr. · Nayomi Ramos-Perez · Pedro Aguerreberry · Renard McGriff · Rhonda Darlene Reel · Richard Duignan · Richard Tennent · Richard Thomas Parnell · Ronald Sampson · Ryan James Simpson · Saijan Coleman · Samuel Loughheed · Samuel Thankachan Thomas · Scott Anthony Wolf · Shen Hui Lin · Stephanie LaJune Bennett · Stevel Darrel Driggers · Susan Newhall Henniger · Takeny Ivori James · Taylor Liebe · Theresa Hupp · Thomas Connors · Thomas Miller IV · Tyler James Husseman · Urbine Smith III · Veronica Collins · Vivian Keith Gray · Wilburt Williams · William Delapp · Willmette Baughman · Yasiel Ramirez Guitierrez · Yu Zhen Zhang

**Not all names were available*



CONSISTENT & FAIR

NOTABLE HIGHLIGHTS

GOAL 1: LEVERAGE THE CAPABILITIES AND EXISTING RESOURCES OF THE COMMUNITY TRAFFIC SAFETY TEAM (CTST) AS A COMMUNITY LAW ENFORCEMENT PARTNERSHIP

- The 60-day **2019 Florida Legislative Sessions** starts on March 5 and is scheduled to end on May 3, 2019. The actions taken during the sessions will have significant public policy impacts for planning, transportation, and other issues of concern for many Floridians.
- **Primary Enforcement Against Distracted Driving:**
 - **House and Senate bills (HB 107/SB 76)** propose to make texting or talking on a hand-held phone while driving a primary offense instead of the a secondary offense. This means that officers could pull over and ticket someone for texting or talking. This is not permissible under current law unless another infraction was committed. The bills are known as the "Florida Ban on Wireless Communications Devices While Driving Law".



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

• **Other Enforcement Related 2019 Session Bills:**

- **A House and Senate bill (HB 71/SB 158)** called the "Vulnerable Road User Act" intends to increase the penalty for injuring or killing someone considered a vulnerable road user in a motor vehicle crash. Penalties include requiring the person to pay a fine, serve a period of house arrest, attend a driver improvement course, and/or have their driver's license revoked for a specified period.
- **A Senate bill (SB 116)** proposes to specifically make repetitive racing infractions a felony.
- **A House bill (HB 6003)** proposes to repeal the law that allows for traffic infraction cameras.

GOAL 2: ESTABLISH A VISION ZERO "CONSISTENT & FAIR" CORRIDOR PROGRAM

- **FDOT has given Tampa Police Department and Hillsborough County Sheriff's Office \$50,000 each towards speed enforcement along Busch, Fowler, and Hillsborough Avenues**
 - Tampa city leaders call for traffic improvements along Busch, Fowler, and Hillsborough Avenues following fatal crashes that occurred in December 2018.
- **Hillsborough MPO Board approved a motion to commission a Comprehensive Safety Audit Addressing Speed Management**
 - The Safety Audit was approved at the January 8th Hillsborough MPO Board meeting. The Safety Audit will focus on the severe-crash corridors in Hillsborough County. The end result will be to develop a Hillsborough County Speed Management Action Plan.



THE FUTURE WILL NOT BE LIKE THE PAST

NOTABLE HIGHLIGHTS

GOAL 1: UPDATE POLICIES, STANDARDS AND PROCEDURES TO FOSTER A CULTURE OF SAFETY IN THE PLANNING AND DESIGN OF THE TRANSPORTATION SYSTEM

- **A Mayoral Candidate Forum organized by Walk Bike Tampa on December 11** put Vision Zero's goal of eliminating severe and fatal crashes center stage. Mayoral hopefuls gathered at Sparkman Wharf for a night of discussion about transportation, safety, and healthy neighborhoods. Vision Zero Hillsborough was represented at the event with a table organized by MPO Executive Planner Gena Torres and Senior Planner Wade Reynolds. The questions answered by candidates included one developed by the [Hillsborough County Metropolitan Planning Organization](#): "A Vision Zero policy has been adopted by both Hillsborough County and the Tampa City Council. Can you explain what Vision Zero means in your own words and what actions your Administration will take to uphold and implement Vision Zero for City of Tampa sponsored infrastructure and transportation projects?"

"Every candidate was there talking and hearing about Vision Zero, and I am not sure there is any other mayoral race in the country right now where that has happened," said Whit Remer, Walk Bike Tampa's secretary.



Audience gathered at the Walk Bike Tampa Mayoral Candidate Forum despite the chilly Florida night / Image courtesy of the Tampa Downtown Partnership.

GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES

- **All for Transportation revenue could help advance safety-related projects in Hillsborough County**
 - Hillsborough County voters approved a one-cent sales tax on November 6 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.



Mayoral candidates at the Walk Bike Tampa Mayoral Candidate Forum / Image courtesy of the Tampa Downtown Partnership.



• Hillsborough MPO identifies Safety Performance Targets for 2019

- Whereas achieving zero traffic deaths is the long-term aspirational goal of the Hillsborough MPO, the FHWA has encouraged MPOs to select realistic targets based on data analysis. Using a methodology developed for the Imagine 2040 Long Range Transportation Plan to predict performance based on different investment levels for safety projects, MPO staff is proposing to set safety performance targets as follows:
 - No. of Fatalities (2019 Year-end Total): No more than 163
 - No. of Fatalities (Five-year Rolling Average): No more than 187
 - No. of Serious Injuries (Five-year Rolling Average): No more than 1,435
 - No. of Non-motorized Fatalities and Serious Injuries (Five-year Rolling Average): No more than 234
 - Rate of Fatalities per 100 Million Vehicle Miles Traveled (MVMT) (Five-year Rolling Average): No more than 1.35
 - Rate of Serious Injuries per 100 MVMT (Five-year Rolling Average): No more than 10.43

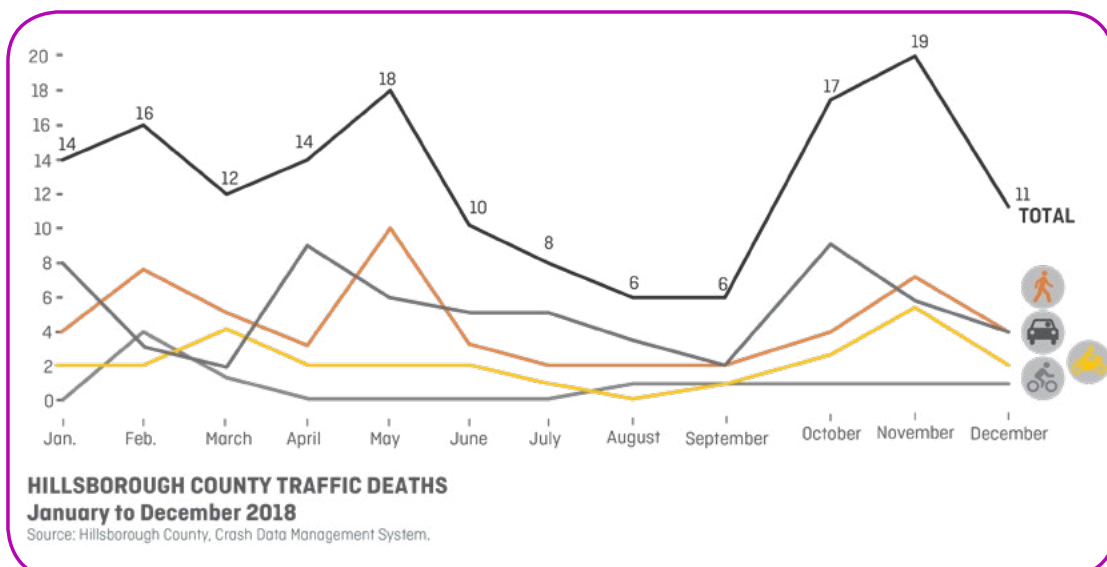
GENERAL UPDATE

• New York City Vision Zero Conference

- On November 7 and 8, MPO Executive Planner Gena Torres attended the 4th Annual Vision Zero Cities Conference at Columbia University's Alfred Lerner Hall in New York City. Speakers included Vishaan Chakrabarti (Founder of Practice for Architecture and Urbanism and Associate Professor of Practice at Columbia University); Janette Sadik-Khan (Principal at Bloomberg Associates and Former New York City Transportation Commissioner); and Lisa Bender (Minneapolis City Council). Day two presented small group "in the field" opportunities including bike tours, walking tours, workshops, and site visits.



Traffic violence messaging (left) and some of our Vision Zero Hillsborough advocates during NYC Vision Zero Conference.





RECENT / UPCOMING EVENTS

- **2/28/19 – University of South Florida (USF) Transportation Day/Cyclovia** - Alumni Drive was closed to automobile traffic between Beard Drive and the east entrance to Lot 8-C. The goal of the event was to increase the variety of transportation options available for USF students, faculty and staff, and to promote a behavior change away from driving alone in a car. Some of the event activities included: ribbon “closing” ceremony, campus bike ride, USF Police Department bicycle registration, Campus Rec bike tune-ups, a bicycle lane painting activity, and food trucks.
- **3/1/19 – Sixth Annual Bike with the Temple Terrace Mayor** - The ride was in celebration of Florida’s Bike Month during March. The first 100 adult bicyclists to arrive received this year’s T-shirt in a new color! The ride with the mayor took participants around scenic Temple Terrace along the river, past historic homes, the Florida College, and back to where it started.
- **3/2/19 – Temple Terrace’s Kids Bike Rodeo & Family Ride** - Bike/Walk Tampa Bay and the Hillsborough County Sheriff’s Office hosted a Kids’ Bike Rodeo and Family Ride. A bike rodeo is a way for kids to learn bicycling skills on a fun, safe obstacle course. The event was held at the Temple Terrace Family and Recreation Complex. Free helmets were provided to participants followed by a fun 3.9-mile family ride through Temple Terrace.
- **11/12/19 to 11/14/2019 – National Safe Routes to School Conference at the Hilton Tampa Downtown.** The theme is “Active Travel for Equitable and Healthy Communities.”
- **11/14/19 - Gulf Coast Safe Streets Summit at the Hilton Tampa Downtown.** A preeminent educational event aimed at encouraging the implementation of Complete Streets along the Gulf Coast of Florida.

HOW CAN YOU GET INVOLVED?

TAKE ACTION FOR VISION ZERO

- Visit: <http://www.planhillsborough.org/take-action-for-vision-zero/>
- Take the Vision Zero Pledge
- Share your story with us
- Become a Speaker Bureau member for Vision Zero
- Book a Vision Zero Speaker Bureau presentation by submitting a request form on the website

VOLUNTEER FOR UPCOMING EVENTS

- We and our Vision Zero Coalition partners have events throughout the year that give you numerous opportunities to participate in Vision Zero!

VISION ZERO QUARTERLY MEETINGS

- The next quarterly meeting will be held in **May 2019**. Time and Location To Be Determined.

BE A VISION ZERO HERO

Being a **Vision Zero Sponsor** is a valuable means to show support for the safety of Hillsborough County.

By participating as a sponsor you can advance the Vision Zero message and gain visibility and recognition as a leader focused on improving the quality of life for all modes of transportation in our county.

If you or your organization would like to become a sponsor, contact Gena Torres (torresg@plancom.org) or Amanda Chornoby (achornoby@ciesthatwork.com) to learn more!

FOLLOW US ON FACEBOOK TO STAY IN THE KNOW!



www.facebook.com/VisionZeroHillsborough

Use **#VisionZero813** to spread the word on social media!