



**Hillsborough TPO**  
Transportation  
Planning Organization

# Multimodal Traffic Counts

On Hillsborough County's High Injury Network



[planhillsborough.org](http://planhillsborough.org)

# Traditional Counts v Multimodal Counts

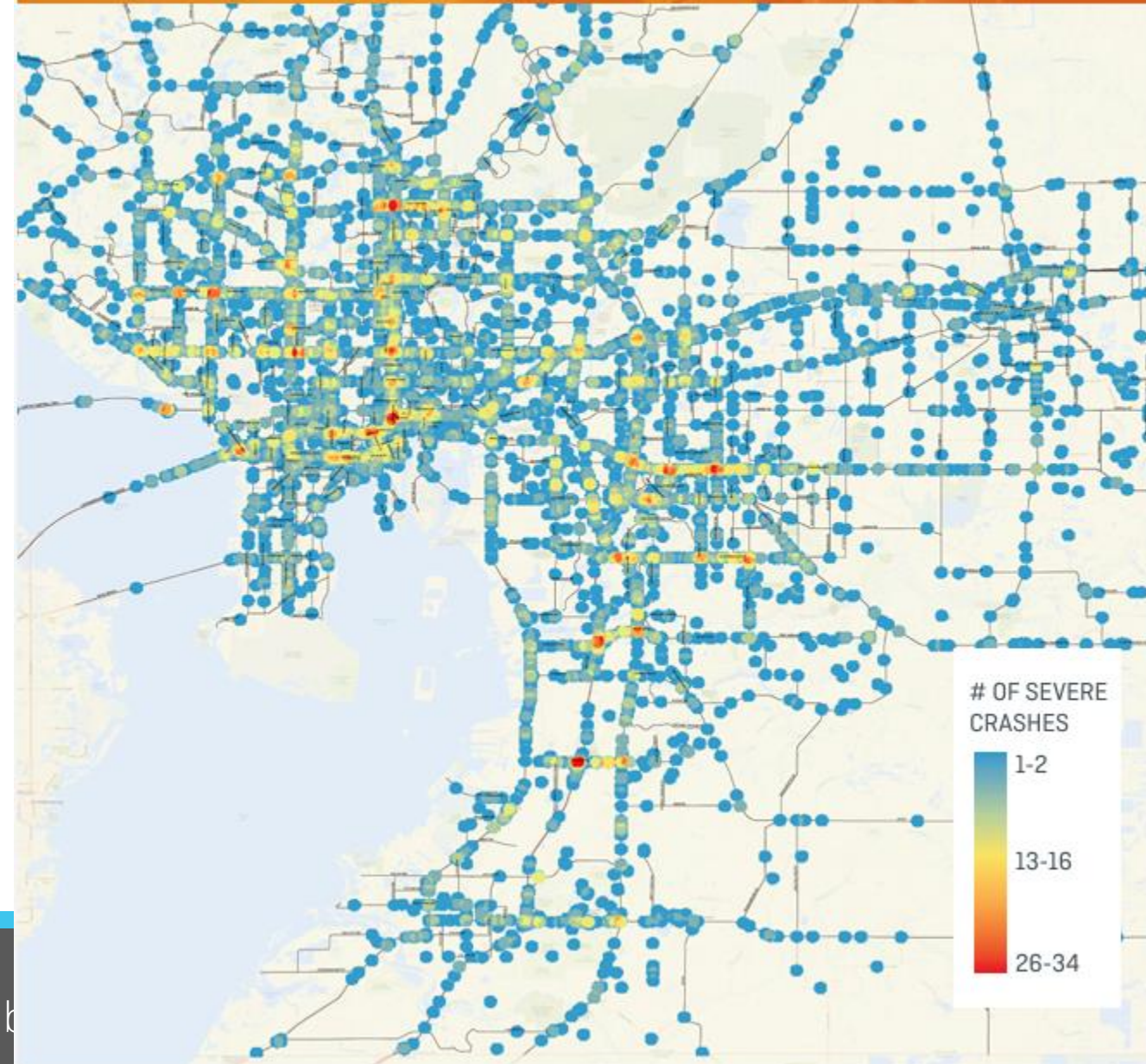
- Traditional Counts focus on motor vehicles and help determine a congestion-centric Level of Service
- Multimodal counts document the number of people:
  - On foot
  - On bikes
  - How they engage with the facility



# High Injury Network Corridors

- Corridors with high rates of crashes, focusing on fatalities, serious injuries, and vulnerable users
- Part of Vision Zero Action Plan adopted in 2017
- **Current effort – to understand how many people are using these corridors on foot and on bikes**

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

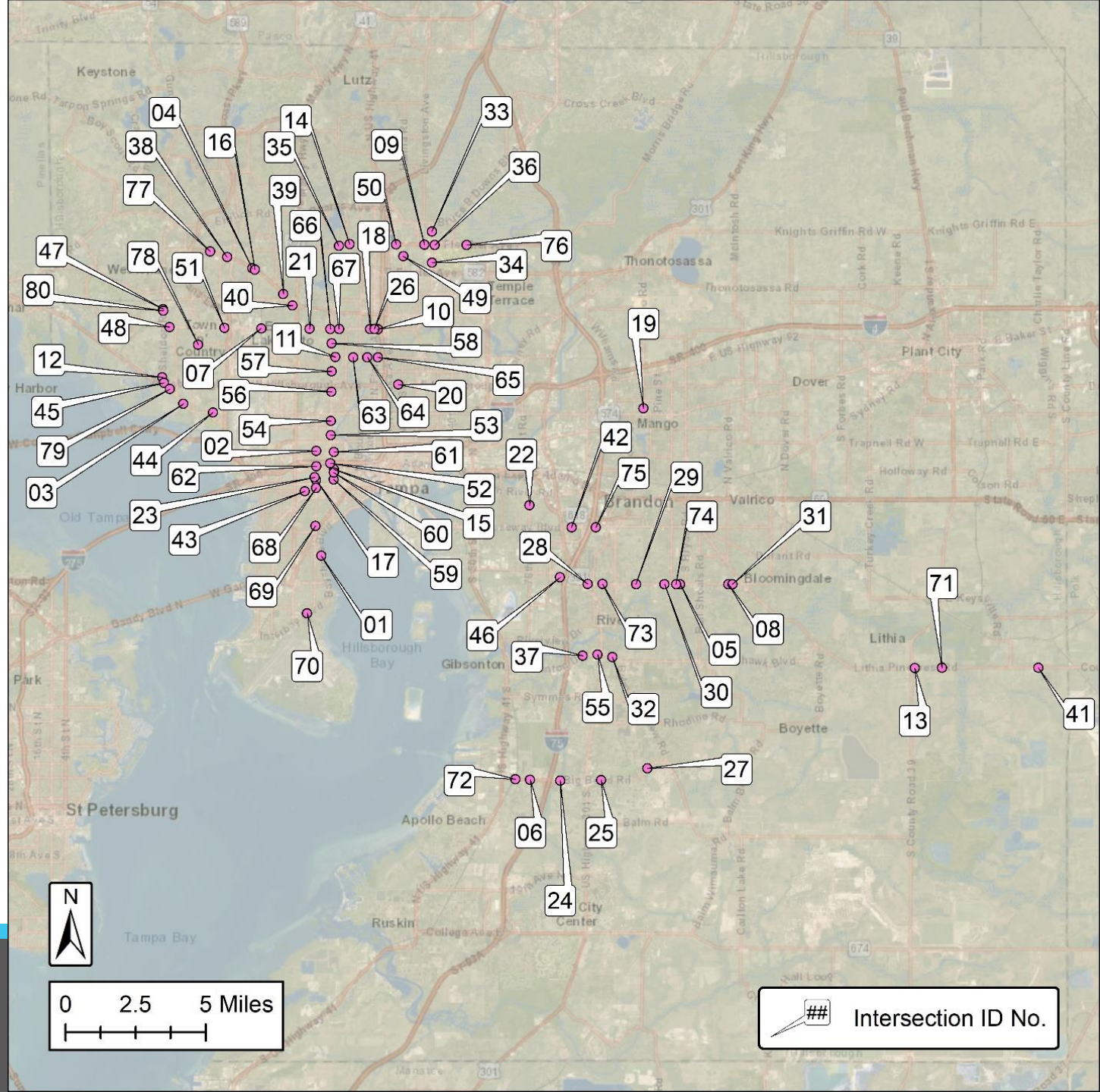


Source: Crash Data Management System, Florida Department of Transportation



# Count Locations

80 locations throughout the county



# Counts Conducted Via Video Capture



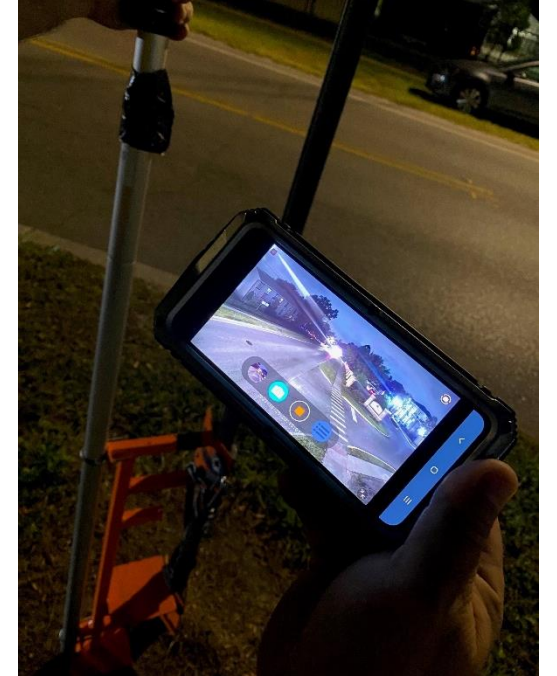
**Camera beneath box housing battery and recording device**



**Attached securely to public property**



**Telescoped for optimal vantage**

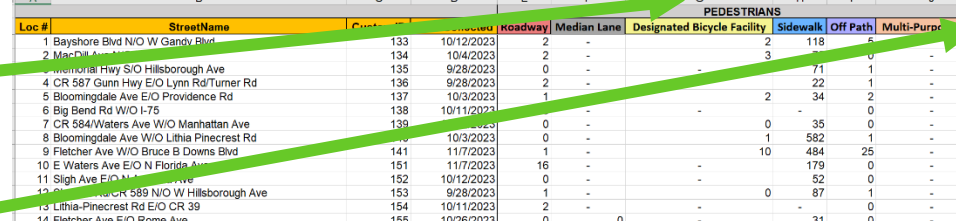


**Confirm ideal view and operations**



# Post-Collection Processing

- User type
  - Roadway
  - Median lane
  - Designated bicycle facility
  - Sidewalk
  - Off path
  - Multi-purpose path
- Where users were recorded
- Direction in individual diagrams



Loc #	StreetName	Count	Date	PEDESTRIANS						BIKES							
				Roadway	Median Lane	Designated Bicycle Facility	Sidewalk	Off Path	Multi-Purpose Path	Roadway	Median Lane	Designated Bicycle Facility	Sidewalk	Off Path	Multi-Purpose Path		
1	Bayshore Blvd N/O W Gandy Blvd	133	10/12/2023	2	-	-	2	119	6	-	-	2	-	-	38	6	0
2	MacDill Ave	134	10/4/2023	2	-	-	3	-	-	-	-	5	-	-	51	28	0
3	Memorial Hwy S/O Hillsborough Ave	135	9/28/2023	0	-	-	-	71	1	-	-	0	-	-	-	49	0
4	CR 587 Gunn Hwy E/O Lynn Rd/Turner Rd	136	9/28/2023	2	-	-	-	22	1	-	-	20	-	-	-	38	0
5	Bloomingdale Ave E/O Providence Rd	137	10/3/2023	1	-	-	2	34	2	-	-	2	-	-	3	38	0
6	Big Bend Rd W/O I-75	138	10/11/2023	0	-	-	-	-	-	-	-	1	-	-	-	10	0
7	CR 584/Waters Ave W/O Manhattan Ave	139	9/28/2023	0	-	-	0	35	0	-	-	2	-	-	-	42	0
8	Bloomingdale Ave W/O Luthia Pinecrest Rd	140	10/3/2023	0	-	-	1	582	1	-	-	1	-	-	28	81	0
9	Fletcher Ave W/O Bruce B Downs Blvd	141	11/7/2023	1	-	-	10	484	25	-	-	2	-	-	38	166	1
10	E Waters Ave E/O N Florida Ave	151	11/7/2023	16	-	-	-	179	0	-	-	24	-	-	-	50	0
11	Sligh Ave E/O M.L.K. Jr Blvd	152	10/12/2023	0	-	-	-	52	0	-	-	5	-	-	-	22	0
12	CR 589 N/O W Hillsborough Ave	153	9/28/2023	1	-	-	0	87	1	-	-	1	-	-	5	44	0
13	Lithia-Pinecrest Rd E/O CR 39	154	10/11/2023	2	-	-	-	31	0	-	-	0	-	-	-	0	0
14	Fletcher Ave E/O Rome Ave	155	10/26/2023	0	0	-	-	3	0	-	-	3	0	-	-	60	0
15	Howard Ave NB N/O Cypress St	156	10/4/2023	0	-	-	-	124	0	-	-	28	-	-	-	79	0
16	Gunn Hwy W/O Marbrisa Dr	157	9/28/2023	5	-	-	-	20	1	-	-	27	-	-	-	28	0
17	MacDill Ave N/O Kennedy Blvd	158	10/4/2023	2	-	-	1	51	0	-	-	5	-	-	35	38	0
18	W Waters Ave W/O Florida Ave	159	11/7/2023	6	-	-	-	163	0	-	-	8	-	-	-	130	0
19	CR 579 N/O M.L.K. Jr Blvd	167	11/30/2023	8	-	-	-	294	44	-	-	35	-	-	-	40	5
20	13th St N/O E Hillsborough Ave	168	11/14/2023	15	-	-	-	-	0	-	-	13	-	-	-	0	0
21	Waters Ave E/O Himes Ave	169	9/28/2023	1	-	-	-	99	0	-	-	3	-	-	-	70	0
22	78th St N/O Causeway Blvd	170	10/11/2023	0	-	3	-	221	0	-	-	13	-	3	-	121	0
23	Gray St W/O Mac Dill Ave	171	11/7/2023	26	-	-	-	0	4	-	-	33	-	-	-	0	0
24	Big Bend Rd E/O I-75	172	10/11/2023	2	-	-	-	-	5	-	-	0	-	-	-	0	0
25	Big Bend Rd Bet. US Hwy 301 & Summerfield Blvd	173	10/3/2023	0	-	-	-	87	0	-	-	1	-	-	-	59	0
26	N Florida Ave N/O Waters Ave	174	11/7/2023	38	-	-	0	288	15	-	-	23	-	-	6	69	0
27	Big Bend Rd Bet. Summerfield Blvd & Balm-Riverview Rd	175	10/3/2023	1	-	-	-	60	1	-	-	3	-	-	-	65	0
28	Bloomingdale Ave Bet. US Hwy 301 & Kings Ave	176	10/11/2023	2	-	-	-	78	1	-	-	7	-	-	-	36	0
29	Bloomingdale Ave W/O Kings Ave	177	10/3/2023	2	0	-	-	63	0	-	-	5	0	-	-	43	0
30	Bloomingdale Ave W/O John Moore Rd	178	10/3/2023	0	0	-	-	36	0	-	-	2	0	-	-	38	0
31	Bloomingdale Ave W/O Luthia Pinecrest Rd	179	10/3/2023	1	-	-	0	119	2	-	-	1	-	-	11	75	0
32	Boyetette Rd E/O 301	180	10/3/2023	0	-	-	-	2	71	2	-	0	-	-	4	35	0
33	30th St N/O Fletcher Ave	181	10/26/2023	0	-	-	16	214	1	-	-	1	-	-	31	64	1
34	30th St S/O Fletcher Ave	182	10/26/2023	0	-	-	-	20	168	0	-	1	-	-	38	78	0
35	Fletcher Ave E/O Armenia Ave	183	10/26/2023	7	0	-	-	71	38	-	-	1	0	-	-	41	0
36	Fletcher Ave E/O Bruce B Downs Blvd	184	10/26/2023	0	-	-	13	223	0	-	-	1	-	-	23	94	0
37	Gibsonson Dr E/O I-75	185	10/3/2023	2	-	-	-	21	0	-	-	7	-	-	-	32	2
38	Gunn Hwy E/O Citrus Park Ln	186	9/28/2023	0	-	-	-	56	4	-	-	2	-	-	-	61	0
39	Gunn Hwy Bet. Linebaugh Ave & Plantation Blvd	187	9/28/2023	0	-	-	-	30	0	-	-	2	-	-	-	23	0
40	Gunn Hwy S/O Linebaugh Ave	188	10/26/2023	7	-	-	-	-	4	-	-	33	-	-	-	1	-
41	Lithia Pinecrest Rd Bet. Keysville Rd & Polk County Line	189	10/11/2023	0	-	-	-	-	-	-	-	1	-	-	-	-	-
42	Causeway Blvd E/O US Hwy 301	190	10/11/2023	9	-	-	0	24	1	-	-	11	-	-	5	26	1
43	Azealee St W/O Henderson Blvd	191	11/7/2023	12	-	-	-	48	59	-	-	15	-	-	-	3	1
44	Memorial Hwy W/O George Rd	192	10/4/2023	0	-	-	-	23	0	-	-	4	-	-	-	26	0
45	Sheldon Rd N/O Hillsborough Ave	193	10/4/2023	2	-	-	2	69	5	-	-	2	-	-	6	54	0
46	Progress Blvd E/O Falkenburg Rd	194	10/3/2023	7	-	-	4	20	9	-	-	4	-	-	16	5	0
47	Sheldon Rd N/O Countryside Village Blvd	195	9/28/2023	0	-	-	3	79	0	-	-	0	-	-	24	87	0
48	Waters Ave E/O Sheldon Rd	196	9/28/2023	3	-	-	-	115	0	-	-	11	-	-	-	116	0
49	15th St Bet. Fowler Ave & Fletcher Ave	197	10/26/2023	4	-	-	-	461	2	-	-	23	-	-	-	201	0
50	Fletcher Ave W/O 15th St	198	10/26/2023	9	-	-	9	143	0	-	-	4	-	-	23	103	1
51	Waters Ave W/O Benjamin Rd	199	10/4/2023	0	-	-	3	75	6	-	-	1	-	-	-	36	0
52	Armenia Ave Bet. Kennedy Blvd & Columbus Dr	200	10/4/2023	1	-	-	-	46	0	-	-	15	-	-	-	78	0
53	Armenia Ave Bet. Columbus Dr & Tampa Bay Blvd	201	10/12/2023	3	-	-	1	69	0	-	-	10	-	-	33	22	0
54	Armenia Ave Bet. Tampa Bay Blvd & M.L.K. Jr Blvd	202	10/4/2023	0	-	-	-	106	0	-	-	14	-	-	-	74	0
55	Gibsonson Dr W/O US 301	203	11/7/2023	3	-	-	-	73	1	-	-	4	-	-	-	28	0



# Initial Results – Most Users on Foot

Location	Total Pedestrians over 24 Hours
Bayshore Blvd N/O W Gandy Blvd	692
Bloomington Ave W/O Lithia Pinecrest Rd	584
Fletcher Ave W/O Bruce B Downs Blvd	520
15th St Bet. Fowler Ave & Fletcher Ave	467
Old Big Bend Rd W/O I-75	440
CR 579 N/O M.L.K. Jr Blvd	346
N Florida Ave N/O Waters Ave	341
Howard Ave Bet. Cass St & Cypress St	258
Fletcher Ave E/O Bruce B Downs Blvd	236
30th St N/O Fletcher Ave	231
78th St N/O Causeway Blvd	224



# Initial Results – Most Users on Bikes

Location	Total Bicyclists over 24 Hours
15th St between Fowler Ave & Fletcher Ave	224
Fletcher Ave W/O Bruce B Downs Blvd	207
Bayshore Blvd N/O W Gandy Blvd	190
W Waters Ave W/O Florida Ave	138
78th St N/O Causeway Blvd	137
Hanley Rd between Hillsborough Ave & Wilsky Blvd	136
Fletcher Ave W/O 15th St	131
MacDill Ave between Kennedy Blvd & I-275	130
Waters Ave E/O Sheldon Rd	127
Fletcher Ave E/O Bruce B Downs Blvd	118





# Analysis Recommendations

- Relationship with HIN safety results?
- Relationship with high-risk locations?
- High volumes + gaps and/or needed improvements to active transportation network?
- Low volumes between higher volume locations? Indicate users are or feel unsafe?
- Users on intended facility?



Recommended Action:  
Accept the Multimodal Counts Report

