



Hillsborough MPO Metropolitan Planning for Transportation

Special Meeting of the Policy Committee **VISION ZERO WORKSHOP 1**

Tuesday, October 25, 2016, 9:00 AM

Ragan Park Community Center
1200 E. Lake Avenue, Tampa 33605

Commissioner Lesley "Les" Miller, Jr.
Hillsborough County
MPO Chairman

Councilman Harry Cohen
City of Tampa
MPO Vice Chairman

Paul Anderson
Tampa Port Authority

Commissioner Kevin Beckner
Hillsborough County

Wallace Bowers
HART

Mayor Frank Chillura
Temple Terrace

Trent Green
The Planning Commission

Commissioner Ken Hagan
Hillsborough County

Joe Lopano
Hillsborough Co. Aviation Authority

Mayor Rick A. Lott
City of Plant City

Councilman Guido Maniscalco
City of Tampa

Councilwoman Lisa Montelione
City of Tampa

Commissioner Sandra Murman
Hillsborough County

Cindy Stuart
Hillsborough County School Board

Joseph Waggoner
Expressway Authority

Commissioner Stacy R. White
Hillsborough County

Beth Alden, AICP
Executive Director

Please join us at 8:30am for a Meet and Greet! We'd also like to snap your picture and get a one or two-sentence testimonial on what Vision Zero means to you.

I. Call To Order

II. Introductions (*Lisa Montelione, Chair, MPO Policy Committee*)

III. Vision Zero Action Plan Overview (*Richard Retting, Sam Schwartz Engineering*)

IV. Breakout Groups

Attendees choose an Action Track:

- "Paint saves lives" (engineering spot-treatments)
- "One message, many voices" (education & outreach)
- "Consistent and fair" (enforcement & community expectations)
- "The future will not be like the past" (design standards)

V. Reconvene Vision Zero Coalition

- A. Present results of Action Track discussions
- B. Next Steps

VI. Addendum

- A. June 28 Vision Zero Kickoff Meeting Summary

Next Coalition Meeting: Tuesday, January 31, 2017 at 9am.
Location TBA



Plan Hillsborough
planhillsborough.org
planner@plancom.org
813 - 272 - 5940
601 E Kennedy Blvd
18th floor
Tampa, FL, 33602

The full agenda packet is available on the MPO's website, www.planhillsborough.org, or by calling (813) 272-5940.

The MPO does not discriminate in any of its programs or services. Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. [Learn more about our commitment to non-discrimination](#)

Persons needing interpreter services or accommodations for a disability in order to participate in this meeting, free of charge, are encouraged to contact Michele Ogilvie, 813-273-3774 x317 or ogilviem@plancom.org, three business days in advance of the meeting. Also, if you are only able to speak Spanish, please call our Spanish help line at (813) 273-3774, ext. 211.

Si necesita servicios de traducción, el MPO ofrece por gratis. Para registrarse por estos servicios, por favor llame a Michele Ogilvie directamente al (813) 273-3774, ext. 317 con tres días antes, o ogilviem@plancom.org de correo electrónico. También, si sólo se puede hablar en español, por favor llame a la línea de ayuda en español al (813) 273-3774, ext. 211.

In accordance with Title 17 U.S.C. Section 107, materials attached are for research and educational purposes, and are distributed without profit to MPO Board members, MPO staff, or related committees or subcommittees the MPO supports. The MPO has no affiliation whatsoever with the originator of attached articles nor is the MPO endorsed or sponsored by the originator. Persons wishing to use copyrighted material for purposes of their own that go beyond 'fair use' must first obtain permission from the copyright owner.

**HILLSBOROUGH COUNTY
METROPOLITAN PLANNING ORGANIZATION
Special Meeting of the Policy Committee
VISION ZERO WORKSHOP**

**Summary
JUNE 28, 2016**

CALL TO ORDER

The special meeting of the Policy Committee - Vision Zero Workshop was called to order by Chairwoman Montelione at 9:16 am. The meeting was held at the St. Joseph's Hospital Medical Arts Building, located at 3003 W. Dr, Martin Luther King Blvd., in the ground-floor classroom. Chair Montelione thanked Bay Care staff for hosting the workshop at their facility.

Members present: Councilwoman Lisa Montelione; Mr. Wallace Bowers; Commissioner Sandra Murman; Commissioner Trent Green

Members excused: Councilman Harry Cohen

Others present: Beth Alden, Rich Clarendon, Wade Reynolds, Johnny Wong, Greg Colangelo, Wanda West, MPO staff; Melissa Zornitta, Planning Commission Executive Director; Cameron Clark, MPO Attorney; Ann Kulig, Chris Weber, Westshore Alliance; Diane Egner, 83 Degrees Media; Rebecca Layton, St. Joseph's Children's; Chad Chronister, Hillsborough Sheriff; Jackie Toledo, Walk Bike Tampa; Chris Berg, City of Tampa; Lorraine Lutton, Mark Vaaler, SJH/BayCare; Angel Docobo, M.D., St. Joseph's Hospital; Joey Redner, Justin Clark, Cigar City Brewing; Stephen Benson, FDOT; Dave Sobush, Tampa Bay Partnership; Gig Brown, Janelle McGregor, Tampa Police; William Porth, City of Tampa; Mickey Racob, BDG Architects; John Lyons, H.C. Public Works; Guido Maniscalco, City of Tampa; Eric Larson, Tampa Innovation Alliance; Dr. Bennie Small, NAACP; Jane Castor, Bike Walk Tampa Bay; Dr. Leslene Gordon, FL Dept. of Health.

INTRODUCTIONS

Chair Montelione welcomed and thanked everyone for attending the kickoff of the MPO's Policy Committee Inaugural Vision Zero workshop, and stated the importance of bringing down the number of people injured or killed on roadways in our community. Christina Costa, Walk Bike Tampa Bay, under the leadership of Jackie Toledo brought Vision Zero to the MPO, City of Tampa, and Hillsborough County.

Local partners attending in support of Vision Zero activities included Hillsborough MPO, Hillsborough County, City of Tampa, Tampa Downtown Partnership, Florida DOT, Walk Bike Tampa, Tampa General, St. Joseph's Hospital, Florida Hospital, NAACP, Tampa Police Department, and CUTR.

Christina Costa, Walk Bike Tampa Bay, introduced the speaker. Richard Retting, General Manager and Director of Safety and Research with Sam Schwartz Engineering in Washington, D.C., provided an overview of Vision Zero. Mr. Retting has over 34 plus years in transportation research, traffic safety and engineering experience and is widely recognized as an expert in the field of traffic safety. He has worked for the Insurance Institute for Highway Safety, the New York City Department of Transportation, and has published over 100 research papers and scientific journals.

OVERVIEW OF VISION ZERO

Mr. Retting stated that Vision Zero is a major change in thinking about traffic safety with high visibility and communication with public support, political support, and financial support. He referred to it as traffic safety on steroids. Funding is a big part of Vision Zero; however, many things can be done at minimum or zero cost. The population being served has to take ownership.

The idea of achieving a goal of no fatalities or serious injuries from traffic crashes is becoming common place among professionals. Mr. Retting stated the following components of Vision Zero: (1) Political Commitment, (2) Multidisciplinary Leadership, (3) Action Plan, (4) Equity, (5) Cooperation and Collaboration, (6) Systems-based approach, (7) Data-Driven, (8) Community Engagement, and (9) Transparency.

Lessons from 2016 Vision Zero Cities Conference (1) Vision Zero is a national movement; (2) Zero is the right number; (3) We get what we build for; (4) Traffic violence is a public health crisis; (5) Storytelling is central; (6) Reducing speeds is critical and possible; (7) Implementation and enforcement must be equitable; (8) Data isn't a one-way street; (9) Not just about individual drivers; (10) Ensure everyone has a voice.

What now for Hillsborough County? A Call to Action. (1) Recognize crashes as a form of violence and public health problem; (2) Leverage existing partners/efforts; (3) Assign Responsibility; (4) Make ZERO the only acceptable number; (5) Commit leadership, resources, and time; (6) Implement the commitment; (7) Engage the Public; (8) Formalize a Plan; (10) Evaluate/Update.

Following Mr. Retting's presentation, there were questions, comments, and discussion.

- Chairwoman Montelione wanted to know how to keep this story in the news? What's going to grab the headline today and keep in front of the public? How much are ad campaigns in the successful cities? RESPONSE: The cities are actively engaged with the media and it's a big challenge to keep the media focused. The key is to find periodic opportunities – it's not going to be in the newspaper every day. In Australia an executive chose to publish in the newspaper every day the number of traffic fatalities to date, and it led to change. The media often gravitates towards numbers, benchmarks, or data driven results.
- Diane Egnar made comments about thinking differently regarding communications. She referenced solutions journalism. How to make things work better in our community? Think outside traditional media. Social media is very important!
- Gig Brown wanted to know if Mr. Retting's data showed any significant difference in the number of traffic fatalities in cities of similar population of those that have viable public transportation systems – specifically light rail, as opposed to cities that don't and how does the viable transportation system correlate to traffic fatalities? RESPONSE: You will have to take into account many factors. If you ran a model or did some analysis that looked at pedestrian fatalities and traffic fatalities for different cities, if you are only looking at that one variable – it's a very hard individual variable to pull out. It's not something that he has seen used as a way to assess risks. He doesn't know of any data sources that specifically have transit as a variable in a model that estimates the relative safety of cities compared to each other.
- Joey Redner stated that he read a comment on social media that utilized hashtags regarding bicyclist deaths. Everyone thinks they are a good driver, pedestrian, and bicyclist. How do you address that mentality? RESPONSE: Guardrails, and crash cushions and other safety features on the road for a layer of protection against people's mistakes, and we do everything possible as engineers to provide a forgiving roadside. It's important to include those bad actions and behaviors into the enforcement efforts.
- Jane Caster stated that traffic fatalities was the most unpredictable area that they dealt with. How do you get people to utilize crosswalks that have been put in place for their safety and change behaviors? RESPONSE: It's a combination of infrastructure, enforcement, and involving the community. In addition, the road diet was mentioned. Social media creates culture change. An example that was referenced was how people previously smoked in offices and other areas and it

was acceptable. Now the culture change was made for the better of public health, and it took a long time for the change to occur.

- Dr. Bennie Small mentioned research that he has completed on bicyclist and noticed that there has been very little done in the minority community regarding safety. In some cases, the bicycle is their only means of transportation to get to their destinations. A safety net needs to be added to the community. RESPONSE: Transit is a key partnership in this effort. Where bus stops are located are a key to safety as well; near-sided and far-sided stops were referenced. Research shows that it is safer to have a far-sided bus stop. Engineering is very important.
- An inquiry was made regarding whether or not mayor involvement versus mayor not involved made a difference in cities. RESPONSE: Can't say for sure because the program is not mature enough yet, but leadership is key and good for morale.
- Dr. Leslene Gordon made comments regarding the Health Department's walkability audit. The biggest issue was sidewalks. Unfortunately, the Health Department has not been able to move beyond the data. RESPONSE: Share deadlines and collaborations of data with others and transportation so that they can service as priorities for new sidewalks. There is a big connection between public health and traffic safety.
- Gig Brown mentioned a far-sided bus stop at the intersection of 22nd and Hillsborough, which creates a major traffic backup problem.
- Commissioner Murman stated that she like the list of things that New York did and inquired about the cost. Was it partnership dollars? RESPONSE: The actual budgeted figure was unavailable; however, it's information that can be provided. Some of the money was existing operating funds. The Crash Modifications Clearinghouse was referenced. Be data driven in the approach to Vision Zero.

ROUNDTABLE DISCUSSION

The MPO Board has set the development of Vision Zero as one of their projects for next year. Ms. Beth Alden, MPO Executive Director led the roundtable discussion on where to start and what is key to the community. Comments were made regarding the following questions: (1) What can we do on a tight budget? (2) How do we make sure that strategies are inclusive? (3) Who else needs to be part of the coalition?

- **Share our current assets** - A follow-up document on the description of groups and committees that deal with subjects like Vision Zero. How does FDOT interact with local government, bike pits, trail way committees, bicycles, pedestrian, traffic; so that there can be a better understanding of relationships.

- A list of organizations and what they are doing that is safety related. Examples: TBARTA, trails groups, the City, data from the Health Department regarding where sidewalks are needed. What still needs to be done?
- Data is needed / Data Driven Approach – As we are comparing assets and gaps
- A list of who should be added, who's missing – Inventory of resources – someone mentioned the Public Defender's office.
- Mobility, bike friendly initiatives, corridors, how roadways are designed, focus on a coordinated/integrated effort - FDOT is working on complete street policies. (New design guidelines; Opportunities for group to spread the word within professional groups about what options there are to make things safer); Comments made by FDOT Representative about the flexibility on road way designs that engineers can take into consideration. It is something that they are working on as a statewide perspective. The standards that govern the local government on road – where flexibility is and isn't. The Florida Greenbook's Committee that FDOT staffs and the Statewide Committee. (Partner with the American Society of Highway Engineers or ITE to help raise the profile)
- Find example/model of communities that used an approach that really engaged communities. There is a culture shift that needs to occur. (Public Engagement needs to be part of this effort.)
- Different audiences to engage with this effort: Retirement Communities / AARP
- There are short term fixes and long term fixes; Fix cultural behaviors – if behaviors are not fixed, it doesn't matter what's designed; how do we create a program/culture of children in our schools that are used to walking, biking, and using public transportation; change our behavior on where schools are built; look at land use situations, integrate school buses with public transportation, create walk and bike free zones around schools instead of dropping off in front of the school and have the neighborhood look out for the child's safety, behavioral.
- The School Transportation Working Group (STWG) is Chaired by Cindy Stuart and they have been discussing some of the things that have been mentioned.
- A message needs to be communicated with the School Board that not everyone is on board with the idea of regional schools; maybe the trend can be changed and schools can be brought back to the neighborhood level.
- The STWG can be one of the groups to partner with.
- Crowdsourcing and students can provide information regarding safety on walking to school.
- Working with the schools in general as public outreach and education.

- Teaching children at young ages about walking and biking safety. The processes will have to be taught to young kids (generation to generation). Work with community driven/cultural specific organizations.
- Difficult to touch all kids in the large school district. St. Joseph's Children's staff go out to reach elementary schools regarding crosswalks.
- The schools are an opportunity to work with parents and build on what we are already doing.
- CUTR has a pedestrian and bike safety program at nursing homes and Assisted Living Facilities.
- Rewarding the good behavior/positive reinforcements at the bus stops when kids are getting off the bus. Hand out goodies. Work with the PTA. Have someone to manage efforts.
- Work with churches – identify churches of people who have been killed.
- Partnership with Business for giveaways – Buckle up for Bucks, McDonalds could give out couple of gift certificates. Get private company/corporations involved – it's good advertisement for them.
- Sheriff's office attendee stated there's a need for a shift in culture change. Pushing out social media. There's over 300 crossing guards to hand out rewards. Shift with ride share programs - anything to reduce traffic fatalities. Identify intersections and roadways that require improvements and implement cultural change/public service announcements. A sheriff office in Tallahassee is meeting with the Department of Highway Safety and Motor Vehicles to implement Vision Zero statewide.
- Habitual driver offenders - how can these types of drivers still be on the road? Even when driver's licenses are taken away, these individuals still drive. Unless these drivers kill someone, they will not spend a great deal of time in prison. Work with the court system to get them off the road.
- Intervention programs - as part of a DUI offense. Require individuals to go out and speak before groups when loved ones are lost.
- How do we send a message that speed kills and the importance of arriving safely? Slow traffic down to arrive safely – active speed control. It was suggested to involve Emerge Tampa. How to communicate message about how dangerous speed is!
- Roundabouts – Speed control - Safety benefit - Focus on high crash area.

- The map that the MPO publishes that lists the streets in Tampa that are safe to bike on. It was suggested that this map could be used to take a look and match up with crash data.
- Developing next steps and show progress in 3 months.
- Access what we can be done to effect change of bad behaviors for all roadway users. Use the same terminology - move away from using accident, use the word crash, because crashes are preventable; working towards creating safe streets, not safer; fewer fatalities and crashes; Data – better data by the next time we get together. Crash data, there are crashes that we do not hear about. Need to hear about it before we can implement.
- Start mapping toward low hanging fruit and opportunities that are low cost and low time for implementation.
- Roadway design issues – follow federal monies and priorities – Road diets are part of the Every Day Counts Initiative – To FHWA road diets are a very high priority; and they are providing technical support and training to help facilitates – it's a good issue to potentially latch onto; utilize outside help.
- Staff will send presentation slides to workshop attendees.

2016/17 Vision Zero Coalition Workplan

- A. September 27, 2016 – Strategies Wide-net (9am -11 am on Tuesday at the Innovation Alliance) – Cigar Cities will contribute refreshments.
- B. December 20, 2016 – Strategies Refined
- C. March 28, 2017 – Review Draft Action Plan

ST. JOSEPH'S TRAUMA CENTER TOUR

Attendees who were interested had an opportunity to tour the trauma center.