

## Appendix 6: @VisionZeroHillsborough Facebook Posts (2016-2017)

Num	Post Message	Type	Posted	Lifetime Post Total Reach	Lifetime Post Total Impressions	Lifetime Engaged Users	Lifetime Post Consumers
1	Vision Zero Hillsborough	Photo	12/28/2016	0	0	16	16
2	Vision Zero Hillsborough's cover photo	Photo	12/28/2016	1	1	7	7
3	Thanks to our partners at 83 Degrees Media for the press! "Over the past five years, Hillsborough County has averaged 167 traffic deaths per year. To put that in perspective, Hillsborough averages 33 more traffic fatalities, annually, than other...	Link	12/28/2016	46	58	5	1
4	Vision Zero Hillsborough's cover photo	Photo	12/28/2016	1	1	13	13
5	Here's a quick lesson in how to make our streets and intersections safer, from Hillsborough MPO Executive Director Beth Alden. This is what #visionzero is all about. <a href="http://www.wtsp.com/mb/news/four-things-that-could...">http://www.wtsp.com/mb/news/four-things-that-could...</a>	Link	12/30/2016	484	757	24	13
6	"The Sum of All Our Efforts is Zero" There is a national effort happening to reach zero deaths on our roadways, called Toward Zero Deaths. Check out their inspiring video. EVERYONE has a part in reaching zero deaths on our roadways...	Video	1/5/2017	248	416	18	10
7	The latest Dangerous By Design report was issued yesterday, ranking the Tampa-St. Pete-Clearwater area as 7th most dangerous for pedestrians in the country. While this is an improvement from past years in which we were consistently...	Link	1/11/2017	446	719	29	11
8	Vision Zero Hillsborough shared 83 Degrees's post.	Link	1/16/2017	142	184	15	3
9	This a great story that everyone should share!	Link	1/19/2017	62	92	6	1
10	Do you live in the 33602 zip code? Take advantage of this great offer while it lasts! Thanks Coast Bike Share!	Link	1/24/2017	23	30	4	1
11	Join us for our second public workshop, held at the Town N' Country public library. The focus of this workshop will be to start identifying strategies for our 5-year Action Plan - so it's an important one!	Status	1/24/2017	0	0	2	0
12	Join us for our second workshop, Jan 31 from 8:30 AM to 11 AM at the Town N' Country library!	Link	1/24/2017	51	100	11	4
13	Thanks to all who participated in our second workshop yesterday! We had a good turnout and great ideas generated. Now we will take those ideas and create a draft action plan that will be presented at our April 25 workshop, so stay tuned! ...	Link	2/1/2017	278	365	20	11
14	Strategic street solutions: How to reduce pedestrian, bicyclist fatalities in Hillsborough County	Link	2/7/2017	535	938	48	28
15	Lots of great #walking and #biking #safety news in the MPO's current issue of #WalkBikeNews! #VisionZero813	Photo	2/10/2017	61	91	13	1

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16	Wishing Amanda Suarez, 14, who was hit by a car and hospitalized Monday, a speedy recovery. <a href="http://wfla.com/2017/02/13/teen-hit-by-vehicle-on-busy-tampa-road/">http://wfla.com/2017/02/13/teen-hit-by-vehicle-on-busy-tampa-road/</a>	Link	2/16/2017	557	838	34	29
17	Vision Zero Hillsborough shared Transportation Psychologist's post.	Link	2/16/2017	77	113	10	2
18	Safety n collaboration cited by all.YAY @bethalden declaring ZERO death goal. #VisionZero @HillsboroughMPO @CityofTampa @FLYTPA @THEASelmon	Photo	2/23/2017	251	379	23	15
19	BIG thanks to Hillsborough County, Florida Government Commissioner Patricia Kemp for caring about ALL mobility, including #ActiveTransportation and #VisionZero. TBARTA Hillsborough MPO Hillsborough County Health Dept. Her...	Photo	3/1/2017	243	399	25	16
20	Wishing bicycle advocate Alan Snel a speedy recovery.	Link	3/13/2017	107	153	10	7
21	Thanks to all project team members who attended today's planning meeting. Crash data analysis is key to our Vision Zero deployment and saving lives in Hillsborough County, Florida Government. Here we review one of many crash location...	Photo	3/17/2017	306	437	31	21
22	We're happy to welcome Plant City to the Vision Zero Coalition for Hillsborough County! <a href="http://www.plantcityobserver.com/article/city-commission-cranks-its-commitment-to-road-safety">http://www.plantcityobserver.com/article/city-commission-cranks-its-commitment-to-road-safety</a>	Link	3/20/2017	146	196	10	2
23	Thanks for your time and support of #VisionZero Mark Sharpe and Tampa Innovation Alliance. #Collaboration, #coworking, #innovation, #ideasharing happens organically when neighborhoods and districts are #walkable and #bikeable!...	Link	3/23/2017	88	122	6	2
24	"It costs three quarters of a million dollars to have those intersections protected by officers," said state Rep. Bill Hager, R-Boca Raton. "It costs a hundred dollars to have those intersections protected better by cameras." Red-light...	Link	3/26/2017	56	88	6	6
25	Worst red light runners of 2016 in Florida	Link	3/26/2017	192	300	12	7
26	"Legislation to make texting while driving a primary offense was passed Wednesday unanimously by the Senate Transportation Committee." <a href="http://saintpetersblog.com/tougher-texting-driving-ban-sails-senate-committee/">http://saintpetersblog.com/tougher-texting-driving-ban-sails-senate-committee/</a>	Link	3/26/2017	607	944	38	20
27	Safety improvements coming to Florida Ave and Tampa St! Thank you FDOT.	Link	3/29/2017	2085	3456	127	110
28	We're increasingly distracted on the road, and the consequences are deadly. Richard Retting, a member of the Vision Zero Hillsborough team, discusses his report with the Associated Press.	Link	3/30/2017	1347	2312	68	53

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29	Cigar City Brewing founder and pedestrian safety advocate, Joey Redner, talks Vision Zero. "As motorists, we need to understand that we are piloting a 3,500-pound vehicle that is capable of doubling its mass because of speed. The pedestrian is...	Link	4/14/2017	378	595	30	22
30	Save the date & get ready to paint at Vision Zero Workshop 3	Link	4/17/2017	16	38	7	2
31	Vision Zero Hillsborough shared Hillsborough MPO's album.	Photo	4/25/2017	1148	1204	60	50
32	Small fix on Temple Terrace bike lane heralds big effort to stop traffic deaths	Link	4/26/2017	1606	2751	115	71
33	Vision Zero Hillsborough shared Hillsborough MPO's post.	Link	4/26/2017	78	135	11	8
34	Traffic crashes and deaths need not be a price we pay for mobility. @NYC_SafeStreets @Visionzeronet @transalt #toobigaprice @MelissaWandall	Photo	5/3/2017	53	101	10	8
35	Melissa Wandall and Christine Du Chelas Acosta of Walk Bike Tampa representing Florida Gulf Coast at #VisionZeroCities , Transportation Alternatives, #NYC. Global and national leaders sharing best practices. We are soaking it up!	Photo	5/3/2017	117	170	5	3
36	Pleasure sharing Vision Zero methodology today with @Chloe Coney, then Bayshore Beautiful Neighborhood Association members. All desire a safe roadway system, with Zero deaths for all users, and world-class livability in #Tampa.	Photo	5/9/2017	166	244	18	10
37	Vision Zero Hillsborough updated their phone number.	Link	5/13/2017	50	73	4	1
38	Bike Registration & Safety Event	Link	5/23/2017	975	1618	32	24
39	We wish these two a speedy recovery. <a href="https://www.gofundme.com/isaiah-dannys-utility-bills">https://www.gofundme.com/isaiah-dannys-utility-bills</a>	Link	5/26/2017	55	110	5	5
40	Wishing everyone a safe Memorial Day. Please heed the reminders put forth by Melissa Wandall.	Photo	5/28/2017	180	276	8	3
41	Vision Zero Hillsborough shared Diane Egner's post.	Link	6/3/2017	36	51	3	1
42	From the initiators of Vision Zero: In every situation the person might fail, the road system should not. "We need to understand that we can demand freedom and mobility and we can demand safety at the same time." <a href="https://youtu.be/EkcAZQOzJV0">https://youtu.be/EkcAZQOzJV0</a>	Link	6/11/2017	371	596	15	5
43	Our thoughts and prayers are with the Bicyclist hit on Bayside Bridge, and his family. He's in critical condition <a href="http://bit.ly/2tDuzj8">http://bit.ly/2tDuzj8</a>	Status	6/23/2017	93	172	11	8
44	Five. Five deaths in Tampa. Five deaths in Tampa of pedestrians. Five deaths in Tampa of pedestrians on Hillsborough Avenue. Five deaths in Tampa of pedestrians on Hillsborough Avenue in the past 90 days. Our work has only just begun, and...	Status	6/26/2017	75	127	11	9

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45	#ThrowbackThursday Check out the TOP 8 winners from Hillsborough MPO's 2016 High School Student Walk Bike Safety Contest. Awesome peer to peer messaging on #walk #bike #safety #VisionZero813 <a href="https://www.facebook.com/pg/HillsboroughMPO/videos/?ref=page_internal">https://www.facebook.com/pg/HillsboroughMPO/videos/?ref=page_internal</a>	Link	6/29/2017	34	52	3	2
46	Vision Zero Hillsborough shared Sidewalk Stompers's post.	Link	7/3/2017	34	67	4	2
47	Looking forward to new crosswalks on Florida Ave and Tampa Street! Three under construction in Tampa Heights (Florida/Park, Florida/Frances, Tampa/Park) should be complete in a month or so. Three being designed – two in Downtown...	Link	7/3/2017	267	389	26	18
48	Vision Zero Hillsborough shared Hillsborough MPO's post.	Link	7/10/2017	37	72	4	4
49	Vision Zero Hillsborough shared Hillsborough MPO's photo.	Photo	7/17/2017	55	99	4	2
50	A recipe for a very protected intersection courtesy of Clarence Eckerson Jr. in Chicago... #VisionZero813	Photo	7/18/2017	186	250	22	13
51	Ready to be #inspired? After losing his leg in a #motorcycle #crash, local-awesome-guy becomes an #avid #cyclist and advocate for Vision Zero Hillsborough. #roadsafety #paralympics #trackbike Read the full story here:...	Link	7/26/2017	285	460	11	5
52	Are you ready for #VisionZERO813 Workshop 4? We are! Tuesday, August 22 at the historic (and beautiful!) Tampa Theatre <a href="http://conta.cc/2vZCBEc">http://conta.cc/2vZCBEc</a>	Link	8/1/2017	340	555	25	8
53	Thank you to our Vision Zero Heroes! At the August 1 MPO Board Meeting, Vision Zero Hero awards were given by the MPO on behalf of the Vision Zero coalition. Brendan McLaughlin and Cox Media Group Tampa's Chad Kellogg were the first-ever...	Photo	8/2/2017	825	1316	67	54
54	A major step in the right direction. "If you're not working on speed, you're not working on Vision Zero." Leah Shahum, Vision Zero Network	Link	8/12/2017	490	1112	37	23
55	This article says it so well, we just had to share. Saving lives by prioritizing safety over speed can be done. Join us at Tampa Theatre next Tuesday morning, August 22nd, to learn about the Hillsborough Vision Zero strategy.	Link	8/14/2017	292	438	22	13
56	It's time to let their voices be heard! Are you ready for #VisionZERO813 Workshop 4? We are! Please join us this Tuesday, August 22 at 8:45a at the historic Tampa Theatre <a href="http://conta.cc/2vZCBEc">http://conta.cc/2vZCBEc</a> #OneMessageManyVoices	Link	8/17/2017	119	159	12	3
57	Vision Zero Hillsborough shared Hillsborough MPO's post.	Photo	8/21/2017	68	87	9	5
58	Join us tomorrow for our final Vision Zero workshop to hear his story and others' Located at Tampa Theatre from 9-11 am	Link	8/21/2017	38	49	9	6
59	Vision Zero Hillsborough shared Jackie Toledo's post.	Photo	8/22/2017	69	106	17	14
60	Vision Zero Hillsborough shared Hillsborough MPO's video.	Video	8/22/2017	132	200	14	6

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61	The fourth and final #VisionZero development workshop was a resounding success. Film developed by the project team and shown at Tampa Theatre provided an intimate glimpse to the emotional and physical pain of those affected...	Photo	8/23/2017	111	194	27	22
62	Yesterday, State Farm and the Governors Highway Safety Association released a report containing #bicyclistfatality data and highlighting programs across the nation that are working to #protect #cyclists. The authors will be discussing the report...	Link	8/25/2017	101	149	9	3
63	Take Mayor Buckhorn's #Countdown Survey. Ask him to implement #VisionZero813. Doing so will positively affect all other categories. <a href="https://www.tampagov.net/countdown">https://www.tampagov.net/countdown</a> .	Link	8/26/2017	56	111	4	3
64	An important read.	Link	8/30/2017	123	195	6	3
65	Check out this background info on Vision Zero! "Many of the region's transportation woes seem beyond the capacity of any individual to solve. They'll require the kind of consensus and leadership that so far has proved elusive. But the Vision Zero..."	Link	8/31/2017	208	308	15	6
66	From Clearwater bicycle crash victim's adoring sister, @Jacqueline King Roux: "Paul king was my brother, I thank you for posting about him [in July], I miss him everyday even though we lived so far away from each other we talked daily on..."	Status	9/2/2017	38	58	2	0
67	#BuschBlvd, one of the 20 most dangerous corridors in Hillsborough County, will be getting some #bicycle and #pedestrian #safety treatments - courtesy of FDOT West Central - Tampa Area! Engineering, education, and enforcement #EEE...	Status	9/7/2017	155	231	18	6
68	Please join us for the Walk of Silence. In remembrance of Alexis Miranda who lost her life two years ago to traffic violence.	Photo	9/15/2017	1707	2686	43	25
69	In remembrance of Alexis Miranda who died two years ago in a tragic traffic crash.	Status	9/15/2017	0	0	5	0
70	Lexi's mom Valerie Jones tells her story. Join #VisionZERO813 on the #WalkofSilence on 10/6! Visit the Ride of Silence facebook event for more informatio: <a href="https://www.facebook.com/events/116386415719951/">https://www.facebook.com/events/116386415719951/</a>	Video	9/18/2017	900	1379	30	21
71	Vision Zero Hillsborough shared Hillsborough MPO's post.	Photo	9/19/2017	50	79	11	8
72	Call to Action: Want to know what you can do? Read this article and the Vision Zero Hillsborough Action Plan linked in the article to find out how.	Link	9/22/2017	1641	2622	31	20
73	Our community deserves safer streets. Another avoidable death occurred early this morning on Hillsborough Avenue east of 50th street. Our thoughts are with the bicyclist's loved ones. #VisionZERO813 #VisionZero	Link	10/2/2017	1558	3001	177	168

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74	Can you picture a beautiful mural on your street, or perhaps on the street in front of your neighborhood elementary school? Tomorrow at 11:00 AM in the BOCC chamber on the 2nd floor of the County Building at 601 E. Kennedy Blvd, MPO staff...	Link	10/3/2017	222	355	15	3
75	BREAKING NEWS! This morning, Hillsborough County, Florida Government's Board of County Commissioners unanimously voted in support of the Vision Zero Hillsborough Action Plan! We are so grateful for our committed leaders, County...	Photo	10/4/2017	212	395	50	26
76	This morning's Walk of Silence was beautiful. Thank you Valerie Jones for leading us as we walked in solidarity for safer streets, and in honor of your daughter Lexi. Thank you to everyone who marched with us, and we hope to see you again as we...	Photo	10/6/2017	443	782	57	43
77	Do you use the word "crash," or the word "accident" to describe a traffic incident? The words we use have a powerful influence on the way we view and address traffic injuries. Vision Zero is committed to using language that reflects our core belief...	Link	10/11/2017	645	950	15	10
78	Want to win TWO FREE BUCS TICKETS while helping Hillsborough County reach our goal of 0 traffic fatalities? Just take the Vision Zero pledge! Simply go to the website (planhillsborough.org/vision-zero), scroll down and click...	Photo	10/13/2017	109	188	3	2
79	Another bicyclist lost their life this morning. Debris in shoulders and bike lanes continues to be a hazard for cyclists. If you see debris in a bike lane, please report it to the Customer Service Centers for: • Hillsborough County ~...	Status	10/18/2017	119	254	14	13
80	Oct 19 @CityofTampa agenda has 2 of our MOST IMPOR'T ISSUES @VisionZero813, #BayshoreSafety. Call or email council: <a href="http://bit.ly/2ySczHC">http://bit.ly/2ySczHC</a>	Link	10/18/2017	98	183	4	3
81	Since March 26th of this year, 7 pedestrians have been killed along West Hillsborough Avenue. The City of Tampa and partners are committed to swift action as the #pedestrian issue continues to mount. FDOT West Central - Tampa Area...	Link	10/18/2017	237	420	13	9
82	What's your story? Everyone in Hillsborough County has a story to tell about safety issues on our roadways. Whether you've been the victim of road rage as a pedestrian, or had a loved one pass away after a crash, we want to hear from you. It's...	Link	10/19/2017	390	668	9	8
83	Vision Zero Hillsborough shared Walk Bike Tampa's post.	Link	10/20/2017	100	217	6	4
84	Rich Clarendon, Assistant Executive Director of the Hillsborough MPO, and planning intern Dayna Lazarus gave out over 300 reflective slap-bracelets to costumed kids, and several hundred "I Brake For My Neighbors" bumper stickers to parents at...	Photo	11/2/2017	1400	2542	58	46

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85	Vision Zero originated in Sweden! Check out their Vision Zero website to see where the idea behind the design principles came from. The video on the page, "Safety At Every Turn," is great! "In every situation a person might fail – the road system..."	Link	11/3/2017	340	473	4	1
86	Last Friday, Hillsborough County MPO staff attended Hillsborough County Public Schools's incredibly well-attended and successful event Hillsborough Choice Expo! Staff Lisa Kramer Silva, Sharon Snyder, and Dayna Lazarus along with a...	Video	11/6/2017	119	233	3	3
87	Plant City, Florida is making moves! Collins Street and a portion of James L. Redman Parkway are being transformed into a shared-use roadway, or Complete Street, by incorporating Vision Zero elements that will enhance Plant City's pedestrian...	Link	11/7/2017	153	282	7	4
88	Worst possible score on Bike Ped Safety for our region per Tampa Bay Partnership study; 4 of 5 "worsts" are in Florida. Change is happening, but way too slowly. FDOT West Central - Tampa Area Vision Zero Network Walk Bike Tampa Bike/Walk Tampa Bay	Photo	11/12/2017	843	1846	39	35
89	The key to safety is smart, innovative design! San Francisco has taken a creative approach to meet their Vision Zero goals - the city recently purchased a firetruck that is built to navigate their evolving urban streetscape. Design improvements include...	Link	11/14/2017	101	187	7	2
90	Several walk/bike improvements to Kennedy Boulevard are in the works! This week, FDOT West Central - Tampa Area is repaving approximately 1.2 miles of SR 60 (Kennedy Boulevard/Jackson Street) and US Business 41 (Nebraska...	Link	11/20/2017	4837	7937	228	161
91	Great news! Even more multimodal work and safety improvements on Kennedy Boulevard are underway! The Hillsborough County Metropolitan Planning Organization in coordination with the FDOT West Central - Tampa Area and...	Link	11/27/2017	183	306	23	15
92	What's your story? Everyone in Hillsborough County has a story to tell about safety issues on our roadways. Whether you've been the victim of road rage as a pedestrian, or had a loved one pass away after a crash, we want to hear from you. It's...	Link	11/28/2017	535	1289	27	22
93	Here's a list of the most dangerous locations in Hillsborough County. We now know where the problems are; the next step is to take action. Follow our webpage at <a href="http://www.PlanHillsborough.org/Vision-Zero">www.PlanHillsborough.org/Vision-Zero</a> and like our Facebook...	Link	11/29/2017	67	105	10	9
94	Only one SIX more days to enter to win Bucs Tickets! Take the pledge TODAY! Go to <a href="http://planhillsborough.org/vision-zero">planhillsborough.org/vision-zero</a> #VisionZERO813 #VisionZero	Photo	11/29/2017	48	67	2	1
95	Heartfelt CONGRATS to St Pete On Your Silver Level Bicycle Friendly Community Award! Well done Mayor @Kriseman and Team! <a href="https://www.google.com/amp/www.tbreporter.com/">https://www.google.com/amp/www.tbreporter.com/...</a>	Link	12/1/2017	71	137	8	5

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96	COMING SOON - Please put the first annual 2018 Gulf Coast Safe Streets Summit on your calendar! On February 27th, 2018 from 10 a.m. - 4 p.m., experts, advocates, electeds and others from all over Florida will congregate at the Glazer Children's Museum...	Link	12/4/2017	782	1291	37	17
97	House Speaker Richard Corcoran praised legislation (HB 33) filed Wednesday by Rep. Jackie Toledo, R-Tampa, and prime cosponsor Rep. Emily Slosberg, D-Boca Raton, that would make texting while driving a primary offense while protecting...	Link	12/8/2017	61	123	4	2
98	Dec 9: Tampa's dry n cool tonight. Perfect to use FREE BIKE VALET at @TBLightning @AmalieArena! Avoid the congestion! @TampaBayFamily @Tampasdowntown @biketampa @BikeWalkTB @mikefortampa	Photo	12/9/2017	92	166	5	3
99	Congrats Joe Gross! He and his 17 year old son enjoyed some great seats at the Tampa Bay Buccaneers MNF game old son just for taking the #VisionZERO813 #safety pledge: Stay calm. Pay attention. Slow down. Travel sober. Remember every...	Photo	12/20/2017	122	203	14	5
100	Same org that rates Tampa "Dangerous By Design" lauds Complete Streets and Vision Zero: Engineering for Safe Streets   Smart Growth America <a href="http://bit.ly/2BuQ7IB">http://bit.ly/2BuQ7IB</a> @BikeWalkTB @HillsCoPlanCom	Link	12/24/2017	86	134	10	8