TRACING PROGRESS

It’s been almost two years since the MPO Board adopted the Vision Zero Action Plan in December 2017, establishing strategies to end severe crashes in Hillsborough County. This report highlights recent 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

The updates highlighted in this report represent projects, programs, or other achievements that occurred during 2019. 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.

The latest crash data available helps us see the full picture of crashes that happened in Hillsborough County during 2019 and compare to prior years. While the number of fatalities in 2019 is currently below recent years, with two months remaining in the year, the number is expected to rise. This reinforces the need to continue to emphasize Vision Zero efforts in Hillsborough County. The following pages highlight recent and upcoming projects to improve safety on our streets.
PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

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

• Tampa Painted Intersections
  o The City of Tampa expanded their painted intersection program with five new intersections in 2019. The mural shown below was designed by Ben Donnel and installed at South Sterling Avenue and West Corona Street.

Mural design by Ben Donnel for South Sterling Avenue and West Corona Street.

• Temple Terrace Intersection Mural
  o In May 2019, Temple Terrace completed their first Intersection Art project at the corner of Glen Ridge and Inverness Avenues. The design, conceived by artist Ameena Khan, depicts the City’s iconic Temple orange and pays homage to the Hillsborough River. The mural gave the City a beautiful piece of art and forged a wonderful sense of community and civic pride among the participants. The City is already thinking about the next site!

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Community members paint storm water inlets in their neighborhoods.

The first painted intersection in Temple Terrace, designed by Ameena Khan.

• Tampa Storm Drain Marking Program
  o The City of Tampa is helping to protect water quality by marking the storm drains with plaques stenciled with environmental messages. Citizens who see the markers will be reminded that what goes into the storm drain will come out.
GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

- **Leading Pedestrian Intervals**
  - Fifteen new leading pedestrian interval (LPI) signal phases were added for crosswalks in Hillsborough County. This was done to give time for pedestrians to be present in the crosswalks before vehicles start left and right turning movements.
  - The City of Tampa added 20 LPIs this year. They plan to implement LPIs at a majority of locations downtown as part of a full signal retiming effort currently underway. The project is being executed using City and State funds. The goal is to reduce pedestrian delay, manage speeds, increase multimodal safety and enhance mobility.

- **Highland Avenue Speed Management Pilot**
  - The Florida Department of Transportation (FDOT) greenlit a speed management pilot project on Highland Avenue. The project, including a lane elimination from three to two lanes, is almost complete. The posted speed will be reduced from 40 to 35 miles per hour (mph) on Highland Avenue and on Florida Avenue from Osborne Avenue to Mohawk Avenue.

- **Florida Avenue Pedestrian Crossing**
  - FDOT is working on North Florida Avenue from Bird Street to Waters Avenue. This project includes a mid-block crossing with a High-Intensity Activated crossWalk beacon, or HAWK, and make geometric improvements to the intersection of Florida Avenue and Waters Avenue. Construction is complete.
**New and Enhanced Pedestrian Crossings in Hillsborough County**

- The pedestrian crossing on Sunset Lane in Lutz has been enhanced with the addition of a pedestrian activated push button Rectangular Rapid Flashing Beacon (RRFB).
- RRFBs were also installed on 138th Street near the hospital and other medical facilities.
- Additional retrofits with marked crosswalks were made for Rogers Middle School in Riverview, Barrington Middle School in Lithia, and Doby Elementary in Apollo Beach.
- A new flashing beacon crossing was added at Mount Carmel Boulevard.

- School crossing upgrades were made within the school zone and/or the 2-mile walking radius with static signage for Henderson Hammock Charter School in Citrus Park.
- The student pedestrian marked crosswalk at the front of Mort Elementary School in the USF area was upgraded. The new crosswalk is 16-feet wide and has high emphasis “bright white” pavement markings to handle the heavy volume of children before and after school and new traffic signal back plates with retro-reflective yellow edging were installed to enhance visibility of the signal.
ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

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

• Vision Zero Summer Program
  - The MPO helped lead a two-week summer program for kids to learn about safety and Vision Zero. The 50 students were from Dowdell Middle School in the Palm River area and the Tampa Heights Junior Civic Association. Part of the program included an art contest to design the mural for the End of Summer Camp Festival. Free helmets donated by the Florida Pedestrian & Bicycling Safety Resource Center were distributed and fit to each student, and OnBikes donated 26 bikes. The Tampa Police Department delivered the bikes and set up a bicycle rodeo.

  - Hillsborough Avenue from George Road to Himes Avenue
  - Fowler Avenue from Nebraska Avenue to 30th Street/Bruce B. Downs, and
  - State Road 60 from west of Sydney Washer Road to west of Calhoun Road.

  Speed data from these BlueToad devices are being collected to perform before and after evaluation of Speed Feedback Signs.

• “Walk to School” Day
  - Hillsborough County Public Schools celebrated Walk to School Day on October 4, 2019. The goal was to raise awareness and support for health, community, and environmental benefits of regularly walking or biking to school. Leading up to the event pedestrian and bicycle clinics were held at four schools. Eight schools invited politicians to join “Walking Wednesdays.”

  - Tampa Mayor Jane Caster joined students for Walk to School Day.

  - Summer program participants spreading the word about Vision Zero.

• Speed Feedback Signs
  - FDOT installed speed feedback signs on four corridors in Hillsborough County. These corridors were chosen based on coordination with local law enforcement, reports from the community, and crash data. The corridors include:
    - West Busch Boulevard from Dale Mabry Highway to Nebraska Avenue

  - Tampa Mayor Jane Caster joined students for Walk to School Day.
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

• Remembering Alexis Miranda
  - A vigil was held for Alexis Miranda, on October 6, 2019, the four-year anniversary of her death. Alexis was a Chamberlain High School student who died crossing West Busch Boulevard.

• Walk of Silence
  - The annual Walk of Silence is November 15, 2019. In memory of loved ones killed in traffic crashes in Hillsborough County, this event is aimed at raising awareness to change Tampa metro region’s national ranking as the 9th deadliest metro area for pedestrians per capita.
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

- **140 New Crossing Guards**
  - Many thanks to the County Commissioners for recognizing the need to expand the crossing guard program by 140 new positions at public middle schools, and to build infrastructure to ensure safe walking conditions near 24 schools. The Sheriff’s Office received $510,000 as start-up funding to begin hiring and training crossing guards for the 2019/2020 school year; the Public Works Department used $300,000 to construct and install additional crosswalks, curb ramps, traffic signs and signals, pavement markings, and flashing beacons needed to support crossing guard operations.

- **Tampa Speed Reduction Program**
  - The City of Tampa hired an engineer to focus on a speed reduction program. Upcoming speed limit reductions will occur on the following roads because the posted speeds were high for the surrounding neighborhoods:
    - Rowlett Park Drive from Sligh Avenue to Water Avenue (45 mph to 35/30 mph)
    - Harbour Island Drive (occurring in 2020 or later)

- **Morris Bridge Road Safety Audit**
  - Hillsborough County completed a road safety audit with the Hillsborough County Sheriff’s Office between Interstate 75 and the Pasco County Line. Fifteen incapacitating injury or fatal crashes occurred in the last five years including seven involving motorcycles. The next step is to perform a detailed study between Cross Creek Boulevard and Pasco County.

- **Drive Sober or Get Pulled Over**
  - The 2019 national enforcement mobilization “Drive Sober or Get Pulled Over” ran from August 14 to September 2, 2019. The Hillsborough County Sheriff’s Office (HCSO) joined law enforcement in every state to crack down on drunk driving. August 31, 2019 was “Saturation Saturday” and included increased DUI patrols and other enforcement aimed at preventing impaired driving.

- **Education and Enforcement Efforts**
  - FDOT, Tampa Police Department (TPD), and Bike Walk Tampa Bay (BWTB) are conducting education and enforcement efforts along Fowler Avenue, Busch Boulevard and Hillsborough Avenue to reduce traffic crashes resulting in pedestrian and bicyclist fatalities and serious injuries by handing out informational tip cards and other educational materials on speed and aggressive driving.
  - TPD was awarded a Work Zone Safety Patrol grant to enforce state laws governing the safe use of vehicles being operated within Work Zones. The funding will last through September 2020.

- **Hillsborough County Speed Studies**
  - Speed studies were completed for 56th Street, Countryway Boulevard, Villamaire Road, and County Line Road. The speed limits were lowered by 10 mph on 56th Street (a Vision Zero corridor) and County Line Road. A consistent speed limit of 35 mph was set for Countryway Boulevard from Hillsborough Avenue to Race Track Road, eliminating higher speed zones. The difference between 30 mph and 40 mph can be life or death.
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

- **East Busch Boulevard Pedestrian Crossings**
  - FDOT has plans to retrofit the existing crosswalk at North 12th Street with a High-Intensity Activated crossWalk beacon, or HAWK, and install three new crosswalks along North Brooks Street, North Pawnee Avenue, and Overlook Drive.

- **Fletcher Avenue Before and After Study**
  - A before-and-after study for the Fletcher Avenue Complete Street was completed and submitted to FDOT to transmit to the Federal Highway Administration. Key findings include:
    - ADT volumes increased
    - Average speeds decreased
    - Pedestrian and bicyclist volumes increased
    - Number of crashes reduced by 5% (Severe injuries by 46% and fatal crashes reduced by 60%). Average crash rate reduced 4.6%.

- **Himes Avenue Safety Project**
  - Construction was completed on the safety improvements for a 1.5-mile segment of Himes Avenue from West Columbus Drive to West Kennedy Boulevard. The two-way left turn lane was replaced with a raised traffic separator and median islands; dedicated bike lanes were added; and raised separators were added on Columbus Drive from Himes Avenue to Lincoln Avenue. Three new pedestrian crossings were also added.

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

- **Himes Avenue Safety Project**
  - The City of Tampa added three new pedestrian crossings on Bayshore Boulevard, narrowed the travel lanes to create a wider bike lane, and lowered the speed limit from 45 mph to 35 mph. These changes were made in response to the 2018 crash where a mother and her 21-month-old daughter were killed crossing the street.

- **Bike lanes, pedestrian crossings, and raised medians added to Himes Avenue. Source: Google.**
**Intersection Lighting**

Construction is scheduled to wrap up this fall to upgrade the lighting at the following locations in Hillsborough County:

- US 92 between 56th Street in Tampa and Palmer Street in Plant City (21 intersections)
- US 41 between 131st Avenue in Tampa and County Line Road in Lutz (13 intersections)
- US 41 between Gulf City Road in Ruskin and Causeway Boulevard in Tampa (13 intersections)
- SR 60 at Lakewood Drive in Brandon
- SR 574 between I-4 in Tampa and Hewitt Street in Seffner (11 intersections)
- SR 574 between Mango Road in Seffner Avenue and Alexander Street in Plant City (8 intersections)

- This is the first of two waves of LED lighting retrofits in Hillsborough County at high pedestrian/bicycle crash signalized intersections. The next phase includes nearly 50 additional intersections.

- FDOT is also considering enhancing SR 60 between Channelside Drive and Dover Road with fiberoptic cable and CAV devices.

**Martin Luther King Jr Boulevard and 26th Street Traffic Signal**

- The design for a new signal at East Martin Luther King Jr Boulevard and North 26th Street is underway. Construction is funded in 2020.

**Pebble Beach Boulevard Signal**

- A pedestrian traffic signal was installed to cross Pebble Creek Drive in Sun City Center. The installation includes features for pedestrians with vision and other disabilities.

**New Roundabouts**

- Eight roundabout intersections are under design in Hillsborough County and potentially eleven intersections may be evaluated for roundabouts in lieu of traffic signals.
THE DATA DRIVEN APPROACH

SPEED MANAGEMENT STUDY

The MPO kicked off a Speed Management Study to improve public health and safety by reducing road fatalities and serious injuries.

The MPO developed metrics for prioritization that focused on Crash Severity, Equity, Pedestrian Crashes, Proximity to Schools, and Ease of Implementation.

FDOT is conducting a similar study, identifying 10 corridors across District 7. They will be looking at Vision Zero corridor West Hillsborough Avenue as part of this study.

MOTORCYCLE CRASHES

- Hillsborough County is on track to have the highest number of motorcycle fatalities in Florida, with 28 fatalities in the first six months of the year. The most common risk factors in motorcycle fatalities include no helmet, speeding, and alcohol. FDOT and the Motorcycle Safety Coalition will be focusing outreach funds in Hillsborough County and hosting a motorcycle safety class for citizens.

- The City of Tampa Police Department, recognizing the alarming numbers, is also pursuing a grant to implement a program similar to one in Osceola County to provide added on-motorcycle training.

PEDESTRIAN CROSSING

- As part of an update to their bicycle and pedestrian evaluation methodology, the MPO created recommendations for spacing of pedestrian crossings. The MPO recommended crossings be placed every 500 feet in downtown areas and every 800 feet in other areas with consistent pedestrian travel. The MPO also published guidance on pedestrian crossing treatments which can be found online: http://www.planhillsborough.org/level-of-service-report/.

COMING SOON: MPO DATA PORTAL

The MPO is kicking off a new data portal! The portal will allow the MPO and partner agencies to analyze crash data and congestion data in the same platform. This will allow us to view crashes in relation to bottlenecks and other congested locations. The portal will go live in early 2020.
UPDATES FOR TOP 20 SEVERE CRASH CORRIDORS

The map below reflects the roadways with the highest number of severe injury crashes per mile. The heat map uses the most recent five years of data (2015-2019) and is overlaid with black lines that represent the Top 20 Severe Injury Crashes per Mile from the data set used in the development of the Vision Zero Action Plan (2012-2016).

Updates on the Top 20 Severe Injury Crash Corridors are provided throughout this quarterly report. We will continue to monitor the severe injury network and anticipate crashes will begin to decline as safety investments are made on these roadways.

For more detailed look at the corridors and the types and number of crashes, check out the Vision Zero Corridor Profiles on the Vision Zero webpage: http://www.planhillsborough.org/vision-zero-action-plan/

See pedestrian improvements underway on Florida Avenue on pg. 3 and the Fletcher Ave Complete Street before-and-after study on pg. 8.

Read more about speed enforcement efforts on Hillsborough Avenue on pg. 5 and 7.

Information on a lighting project on SR 60 can be found on pg. 7.
RECENT / UPCOMING EVENTS

• 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.
• 11/15/19 – Walk of Silence at the Hilton Tampa Downtown. In memory of loved ones killed in traffic crashes in Hillsborough County, this event is aimed at raising awareness to change the Tampa metro region’s national ranking as the 9th deadliest city for pedestrians per capita.
• 3/15/20 to 3/17/20 – Lifesavers Conference at the Tampa Convention Center. Brings together traffic safety and public health professionals, researchers, advocates, practitioners and students committed to sharing best practices, research and policy initiatives.
• March is Florida Bike Month. Check the Bike/Walk Tampa Bay website for upcoming events at www.bikewalktampabay.org.

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!

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.

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