



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:



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

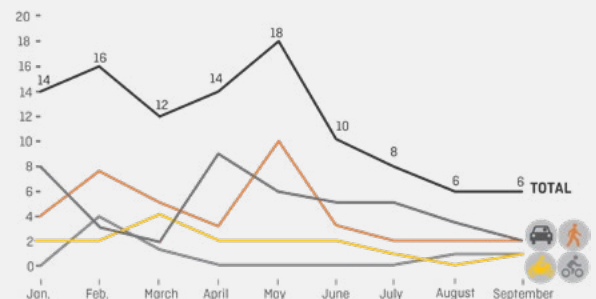


The Future Will Not Be Like the Past

Facilitating culture change through policies and programs



TRAFFIC DEATHS TREND



HILLSBOROUGH COUNTY TRAFFIC DEATHS
January 2018 to 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

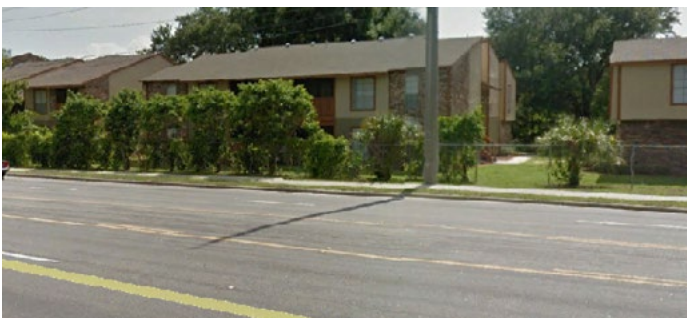


An example of a signal cabinet box promoting pedestrian and bicyclist safety in Lexington, Kentucky. (Source: Lexington Herald Leader)

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!



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



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

