UPDATES, SUCCESSES, AND WHAT’S AHEAD ON THE ROAD TO ZERO

TRACKING PROGRESS

This is the first quarterly report following the adoption of the Vision Zero Action Plan by the MPO Board in December 2017. The purpose of these reports is to track updates in crash data and identify changes in trends, and to note updates on progress toward implementing the strategies outlined in the action plan. The Action Tracks include:

- **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 first quarterly report represent projects, programs, or other achievements that occurred between the Fall of 2017 and Spring of 2018. 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.

CRASH STATISTICS UPDATES

The latest update to the crash data helps us see the full picture of crashes that happened in Hillsborough County during 2017. Here is the picture that emerged:

- **Decrease in total deaths in 2017**
- **2017 resulted in 3% higher total fatalities compared to average from 2012-2016**
- **Vulnerable road users (people walking, biking, or on motorcycles) continue to account for about half of the deaths**

Source: Hillsborough County, Crash Data Management System.
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 is beginning a Smart Paint Pilot Project at 8 crosswalks with smart paint to assist with safe crossings for people who are visually impaired.
- Hillsborough County has requested green bike boxes & lanes at Citrus Park Drive between Countryway Blvd & Sheldon Rd.
- The Hillsborough County School District is planning a painted road segment with Cleveland Elementary for Fall 2018. Students will participate in painting the road segment in front of the school.
- FDOT is currently preparing a scope to review all signalized intersections and identify those with missing crosswalks within District Seven.
- FDOT conducts road safety audits for every road resurfacing project to identify road safety improvements to integrate, and has a few scheduled in Hillsborough County in the coming months.
- Hillsborough County conducts $25 million in resurfacing projects per year. With each resurfacing project, they integrate road safety improvements, crosswalks, high emphasis markings, and mid-block crossings where warranted.

Example of a Leading Pedestrian Interval implemented at Ashley Dr and Kennedy Blvd.

GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

- FDOT & the City of Tampa have added Leading Pedestrian Intervals at 3 key intersections in downtown and the City has implemented additional LPIs around Tampa to give pedestrians a few seconds of lead time to cross the street before vehicles are given the green light. Additional intersections will have LPIs implemented over the new few months.
  - Ashley @ Kennedy
  - Kennedy @ Tampa
  - Twiggs @ Meridian
  - Swann @ Dakota
  - Jackson @ Tampa
  - Howard @ Cleveland
  - Orange @ Harrison
- Hillsborough County is also implementing LPIs at select locations across the county.
- The City of Tampa has implemented several traffic calming & safe routes to schools projects (Himes Ave, Willow Ave, Hillsborough High School, Pride Elementary, & Tampa Bay Christian Academy) that include new crosswalks, bike lanes, and other safety features.

VISION ZERO PEER: MACON, GA

After hosting an Ideas Forum, the City of Macon heard loud and clear that residents wanted more mobility options. To address this, they tested out bike lanes by painting pop-up bike lanes on 5+ miles of Macon streets using the help of 90 volunteers. The two-day event, called Macon Connects, saw an overall 845% increase in bike counts compared to normal conditions without bike lanes. They heard from Macon Connects participants that 71% of them support the idea of a connected, protected bike network across Macon and 88% reported being inspired to bike more.
ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

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

• The Hillsborough MPO held the first annual Gulf Coast Safe Streets Summit on February 27, 2018. Over two hundred attendees traveled from all over the Tampa Bay Region to support continuing efforts to create safe streets in the region. The day-long summit featured local and national experts on how to create safe streets and places people want to live and invest in. The Summit was followed by a happy hour and awards presentation to honor those work tirelessly to foster a safe environment on our region’s streets.

• The Hillsborough MPO created the Vision Zero Speakers Bureau to train and schedule speakers to present Vision Zero to groups who request it. So far, over a dozen groups all over the county have been presented to, with other requests continuing to come in.

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

• FDOT District Seven publishes a bi-weekly “Safety in Seven” internal report that accounts for all of the deaths that occurred on District Seven roads over that two-week period. It includes the victims names, age, how they died, and background on who they were. It serves as a reminder of the number one priority, which is getting people where they need to go safely and alive.

VISION ZERO PEER: LOS ANGELES

On February 27, 2018, the Hillsborough MPO hosted the first annual Gulf Coast Safe Streets Summit, which had over 200 people in attendance.
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

• The CTST has been kept in the loop as Vision Zero tasks are implemented and discusses updates to Vision Zero efforts at its monthly meetings.

GOAL 2: ESTABLISH A VISION ZERO “CONSISTENT & FAIR” CORRIDOR PROGRAM

• The Hillsborough County Sheriff’s Department is continuing targeted enforcement on high crash corridors across the county.
• The Sheriff’s Department is working with FDOT & the Institute of Police Technology & Management at the University of North Florida to develop curriculum for a pedestrian safety course for law enforcement across the state.
• The Hillsborough MPO is leading outreach efforts on two of the Vision Zero Top 20 Severe Crash Corridors to bring awareness to the safety issues and engage the community in raising the bar for better behavior. The two corridors are:
  - 15th Street from Fowler Ave. to Fletcher Ave.
  - 56th Street from Sligh Ave. to Busch Blvd.

The 56th Street event was held on April 23, which had around 80 volunteers, including 60 King High School students, wearing neon shirts and holding signs with safety messages. The lion is the King High School mascot.

VISION ZERO PEER: NEW YORK CITY

New York City, the first city in the United States to adopt a Vision Zero policy, focuses law enforcement efforts on traffic offenses most likely to kill or injure New Yorkers. Called Vision Zero Violations, the NYPD places a significant focus on speeding, failure to yield to pedestrians, cell phone use, disobeying signs, illegal turns, and failure to stop on signal. Through rigorous enforcement, NYPD is communicating to motorists that NYC will not accept dangerous driving. The City is advocating for use of speed cameras to curb speeding and has been piloting speed cameras in 140 school zones, but expansion to high crash corridors is limited by state law. Since adopting Vision Zero in 2013, NYC has seen a 28% decrease in all traffic-related fatalities.
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

- FDOT Central Office is reviewing and updating its Maintenance of Traffic (MOT) policies to better account for bicyclists’ and pedestrians’ safety during road construction.
- The updated Florida Design Manual was adopted in January 2018, which replaces the Plans Preparation Manual. The FDM includes design criteria for Complete Streets and introduces Context Classification to determine design criteria depending on the surrounding land use context. District-wide corridor context classification is currently underway.
- The updated Florida Design Manual was named by Smart Growth America as one of the best Complete Streets initiatives in the nation.
- The Planning Commission is working with the City of Tampa and FDOT to develop Land Development Code that requires new developers to provide a 4 ft. by 4 ft. easement for crossing signal infrastructure.

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

- Hillsborough County has completed or now has under construction the top 10 pedestrian and bicycle safety projects identified by the MPO (totaling $8.5 million).
- FDOT, the City of Tampa, and Tampa Electric Company are beginning the corridor and intersection design on Hillsborough Avenue to install new LED lighting, which will lead to reduced crashes on one of the Top 20 Severe Crash Corridors.
- FDOT has begun construction of the Jackson Street cycle track through downtown Tampa. When completed, the innovative cycle track will provide a separated, protected pathway for vulnerable users, connecting east/west from Ashley Drive to the Channel District.

San Francisco adopted a Vision Zero policy in 2014, and in 2017 recorded the lowest number of traffic fatalities in the city’s history, with 20 traffic-related fatalities, a 41% decrease since 2013. The city’s Municipal Transportation Agency (MTA) implemented more than 700 Vision Zero safety projects in 2017 alone. MTA’s number one focus is on reducing excessive speeding which is the primary cause of fatalities and injuries on its streets. Also in 2017, the San Francisco Police Department conducted 61 speed enforcement operations in speeding hot spots across the city.
HOW CAN YOU GET INVOLVED?

VISIT OUR WEBSITE TO LEARN MORE

- www.planhillsborough.org/vision-zero
- Read through the Final Vision Zero Action Plan
- Take the Vision Zero Pledge or share your story
- Request a Vision Zero Speakers Bureau speaking engagement for your neighborhood, office, or group of friends

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

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!

www.facebook.com/VisionZeroHillsborough

UPCOMING EVENTS

15TH STREET VISION ZERO CORRIDOR OUTREACH EVENT

- Sign up to volunteer on May 20th from 1 to 4 pm to bring awareness to one of the Top 20 Severe Crash Corridors. Volunteers will help paint pop-up crosswalks, pop-up sidewalks, and a pop-up intersection mural.
- To sign up visit: www.volunteersignup.org/CHAE8

BECOME A VISION ZERO SPEAKER

- The Hillsborough MPO will be hosting its second Speakers Bureau training session on June 7th from 11:30 to 1 pm at the MPO’s office at 601 E Kennedy Blvd, 18th Floor.
- Contact Gena Torres at torresg@plancom.org for more information