TRACKING PROGRESS

The Vision Zero Action Plan, adopted by the MPO Board in December 2017, established 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*

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:

- May 2018 saw the highest total number of traffic fatalities
- Nearly 37 percent of traffic fatalities were pedestrian-related
- During the months of April to July 2018, there were no reported bicyclists fatalities
UPDATES, SUCCESS, AND WHAT’S AHEAD ON THE JOURNEY TO ZERO

PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

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

- FDOT is working with Hillsborough County Schools to create traffic box wraps that encourage students to avoid distractions when crossing the road. Students will have the ability to submit designs for the wraps, with FDOT District 7, City of Tampa, Hillsborough County Schools, and the Hillsborough MPO judging the entries. FDOT is aiming to start the program this fall.

- To raise awareness and create a culture of safety for pedestrians and bicyclists, community members added a temporary mural and crosswalk to North 15th Street in the area between Fowler and Fletcher avenues, a corridor with one of the highest crash rates in Hillsborough County.

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

- FDOT has installed pedestrian-activated, in-pavement LED lights at a crosswalk on West Martin Luther King Boulevard near St. Joseph’s Hospital. The LED lights increase the visibility of pedestrians to drivers, especially when pedestrians must cross at night.

- Leading-pedestrian intervals, which give pedestrians a few seconds of extra time to cross intersections ahead of traffic, have been implemented by FDOT at two busy signalized school crossings in Seffner: U.S. 92 and Peach Avenue as well as U.S. 92 and Kingsway Road.

- The community group, Sidewalk Stompers, worked with the City of Tampa and school officials to update outdated and faded crosswalks at several Hillsborough County schools including: Mabry Elementary, Chiaramonte Elementary, and Coleman Middle schools.

Starting in fall, FDOT will begin a program to wrap existing traffic boxes with designs submitted by students that relate to avoiding distractions while crossing roadways.
ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

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

Vision Zero Speakers Bureau spreads the message that one death is too many by training and scheduling speakers to present the campaign across the county. On June 7th, the Hillsborough MPO hosted its second Speaker’s Bureau’s training session at the MPO’s office. To date, the Speakers Bureau has 26 active members who have made 13 presentations to neighborhood groups, civic associations, and citizen advisory committees, with many more community groups requesting to hear about the campaign.

The Speakers Bureau formed as a way to further the Vision Zero goal of increasing awareness to make people safer by encouraging safer behavior. Upcoming Speakers Bureau training dates include:

- September 6th - 11:30 AM to 1:00 PM
- October 4th - 11:30 AM to 1:00 PM
- November 1st - 11:30 AM to 1:00 PM

All trainings will be held at the Hillsborough MPO’s Plan Hillsborough Room, County Center, 18th Floor.

J. Steele Olmstead, a Vision Zero Speaker’s Bureau member, providing a presentation to the Temple Terrace Rotary Club.

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 National Coalition for Safer Roads (NCSR) was established to advance the cause of road and traffic safety and to support the road safety technology industry. Melissa Wandall, president of NCSR, is a nationally recognized traffic safety advocate who was instrumental in passing Florida’s Mark Wandall Traffic Safety Act, named in memory of her husband who was killed in a red-light running collision. The act has allowed Florida communities to utilize the beneficial technology of red-light safety cameras.

“Tragedy can be transformed into something beautiful and positive,” stated Wandall.

Melissa is not stopping here and hopes to extend her reach by becoming an influential voice on national highway safety, and bring needed change to Florida and beyond.

In addition to the Mark Wandall Traffic Safety Act, Melissa is keeping her husband’s story alive by participating in the “Driving Down Heartache” roadside marker program. Many of us are probably aware of this program without even realizing it. In Florida, there are 5,035 roadside markers indicating where lives have been lost to traffic crashes.

Melissa will be sharing her story at the next quarterly meeting in November [specific date, time, and location to be determined] as well as discussing her hopes of establishing a “Families for Safe Streets” chapter locally in the Tampa Bay region.
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 Hillsborough MPO conducted multimodal safety and walk/bike access reviews aimed at identifying opportunities to enhance student safety and comfort as they are going to and from school.

Input from the School Transportation Working Group (STWG) and local jurisdictional and agency staffs assisted in formulating a data-driven methodology to prioritize safety projects around schools beyond the traditional complaint-driven system. The methodology included reviewing many factors including lighting, crash history as well as demographic data to identify communities of concern. The School Safety Study was approved by the MPO Board on July 31, 2018.

For a copy of the MPO School Safety Study Top Ten Report and other information visit: http://www.planhillsborough.org/stwg/

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

On June 3rd, Vision Zero coalition members brought the community together to highlight the need for improvements through a mix of paint, sweat, and creativity along North 15th Street.

The Hillsborough MPO worked with the University Area Community Development Corporation (UACDC), the Tampa Foundation, FDOT, and the Hillsborough County Sheriff’s Office to organize a half-day event that closed the street for interactive activities. By the end of the day, residents had created a temporary intersection mural and crosswalk, and a section of missing sidewalk had been beautified with rows of freshly-painted flowerpots.

The event began with Tampa-based artist Cass Womack, selected by the Tampa Foundation to participate, tracing designs at 127th and 122nd avenues. Parents and children took up brushes and rollers to fill in the designs with colors in a few hours.

“We look forward to implementing similar activities such as a mural crosswalk on other streets in the University Area in order to continue to push safety improvements for our community,” said Sarah Combs, CEO and executive director of the UACDC.
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 Vision Zero Network and Institute of Transportation Engineers (ITE) have teamed to create an in-person training and online resource focused on speed management. The organizations have received a grant to support the project through the Road to Zero Coalition, a national Vision Zero group. Vision Zero recognizes speed as a top concern in saving lives. Even relatively low speeds have high chances a pedestrian will die if struck. A person struck at 30 mph has a 40 percent chance of getting killed. Speed is a significant factor of severe crashes in Hillsborough County, where 75 percent of fatal crashes occur on roads with posted speeds of 40 mph or higher. “Safe mobility is a civil right. It is the road owner’s responsibility to ensure that those walking should not have to cross more than two lanes at a time,” said Paula Flores, president of ITE International.

The training, “Moving from Conversation to Action: A Scalable Training Resource on Speed Management for Transportation Professionals and Community Stakeholders,” aims to empower people with ways to lower speeds. The grant is administered by the National Safety Council, which formed the Road to Zero Coalition in 2016 with the Federal Highway Administration, Federal Motor Carrier Safety Administration, and National Highway Traffic Safety Administration.

“FDOT

• Bicyclist and pedestrians will soon have an easier time crossing a section of Florida Avenue south of I-275. An increase in walkers and cyclists in this area has led FDOT to begin to install traffic signals at the Florida Avenue intersections of Harrison and Fortune streets. “These signals will provide safe, controlled crossings for pedestrians in downtown Tampa and help to extend the downtown grid further north,” said Alex Henry, FDOT District 7 Bicycle and Pedestrian Coordinator.

• FDOT expects the construction of the Jackson Street protected cycle track through downtown to wrap up in September.

City of Tampa

• In May, the City of Tampa reduced the speed limit on Bayshore Boulevard from 40 mph to 35 mph and announced it is expediting pre-existing plans for improvements on the roadway. Crosswalks with Rectangular Rapid Flashing Beacons (RRFBs) are expected to be completed by October. Additionally, work to narrow lanes to 10 feet and create striped-buffered bicycle lanes are expected to begin in

Tampa’s first bike box was created at Tampa and Jackson streets. These boxes give bicyclists a designated space at the head of queuing traffic.

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

GOAL 2: CREATE A SAFE MULTIMODAL TRANSPORTATION SYSTEM THROUGH GOOD DESIGN, LIGHTING, AND CONNECTED FACILITIES
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
Interested in volunteering or sponsoring an event? We are always looking for new members and organizations to join our efforts! 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

FLORIDA AMERICAN PLANNING ASSOCIATION (APA) CONFERENCE
Gena Torres will be presenting during two sessions at the FL APA Conference in West Palm Beach this September. Her sessions include: “A Look at Past, Present & Future Road Diet Projects in Tampa Bay” and “Reaching Zero: A Vision for Florida’s Roadways.”

VISION ZERO QUARTERLY MEETINGS
• The Hillsborough MPO will be hosting quarterly meetings in November 2018 and in February and May 2019 to provide status updates on Vision Zero efforts. Specific dates, times, and locations to be determined.
• Contact Gena Torres at torresg@plancom.org for more information