TRACKING PROGRESS

It’s been over one year since the MPO Board adopted the Vision Zero Action Plan in December 2017, establishing strategies to end severe crashes in Hillsborough County. This report tracks the 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

![Traffic Deaths Trend](image)

The latest crash data available helps us see the full picture of crashes that happened in Hillsborough County during 2018 and compare to prior years.

- Vision Zero efforts are making an impact in Hillsborough County. 2018 saw the lowest total number of traffic deaths over the last six-year period.
- The 2018 crash data revealed that on average there are 12 traffic related fatalities per month.
2018 YEAR IN REVIEW

- 31 VISION ZERO COALITION PARTNERS
- 20 VISION ZERO HERO ADVERTISEMENT PLACEMENTS
- 2 MURALS PAINTED
- 6 COMMUNITY OUTREACH EVENTS
- 15 SIGN HOLDING EVENTS
- 21 PRESENTATIONS GIVEN
- 2,000+ IN ATTENDANCE AT THE GULF COAST SAFE STREETS SUMMIT
- 20+ SPEAKERS TRAINED

SPEAKER’S BUREAU
Vision Zero has a page on the Plan Hillsborough website titled, “Take Action for Vision Zero.” On this web page, visitors can sign the Vision Zero Pledge, share their stories, and learn about upcoming Vision Zero Speakers Bureau training opportunities and community related events. One of the most exciting new features is the ability to book a presentation from a Vision Zero speaker directly through the website:
http://www.planhillsborough.org/take-action-for-vision-zero/

Thank you to all of those who requested Vision Zero presentations throughout 2018:
- Ballast Point Homeowners
- Carrollwood Meadows Homeowners Association
- Cherry Creek Property Owners Associations
- Friends of the Bloomingdale Library
- Hawks Point
- MacFarlane Elementary Parent/Teacher Association and Honor Students
- MacFarlane Elementary School Executive Board
- MacFarlane Park Homeowners Association
- New Tampa Safe Streets
- Northeast Seminole Heights - Block Captains
- Northeast Seminole Heights - Neighborhood Watch Picnic
- Palma Ceia
- Pasco Citizen’s Advisory Committee
- Rotarian Club RCTNT
- Seminole Heights
- Seminole Heights Highways and Byways
- Tampa Heights Civic Association
- Tampa Homeowners Association of Neighborhoods
- Temple Terrace Rotarians
- University Square Civic Association
- Wellswood Homeowners Association

THANK YOU TO ALL OF OUR VISION ZERO HEROES!
PAINT SAVES LIVES

NOTABLE HIGHLIGHTS

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

- Cleveland Elementary Mural

- Fourth and fifth graders at Cleveland Elementary have a much larger canvas for their artwork than usual – E. Hamilton Avenue near their school. Following the success of a temporary mural painting on 15th Street in June 2018, the Vision Zero Coalition held another mural painting day to slow down traffic near the school on Saturday, January 12 from 10AM to Noon.

- Approximately 60 volunteers attended the event. The mural was inspired by Cleveland Elementary student Alex Tavares, who received a bike, helmet, and bike lights courtesy of event sponsor, OnBikes. Other sponsors included the Hillsborough Metropolitan Planning Organization, Hillsborough County Public Schools, American Planning Association Sun Coast Section, and Safe & Sound. These sponsors provided paint, materials, artist costs, and refreshments. Alex’s mural was interpreted by local artist Junior Polo. Junior led volunteers of all ages as they completed the colorful mural in front of the school.

- Tampa Smart Paint Application

- The Tampa Smart Paint Pilot Project is a public-private, academic partnership between the City of Tampa, Intelligent Material, Tampa Lighthouse for the Blind, and the Ohio State University (OSU) that is working to assist persons with visual disabilities. Partners are providing services and resources with the City of Tampa portion being funded through the Smart Mobility operating budget. The Smart Paint application is intended to comfortably and safely allow users with visual disabilities to traverse crosswalks by using special canes that can detect the smart paint and allows them to stay within crosswalks. The use of smart paint and canes correlates with the City’s mission to serve vulnerable communities and provide an equitable transportation system. The Smart Paint is currently being tested in Tampa, near the Lighthouse for the Blind and adjacent transit facilities located near South Boulevard and Cleveland Street as well as South Boulevard and Platt Street. As the paint is installed over the next couple of months, the City will be working with its partners to test the facility with candidates selected by the Lighthouse of Tampa. Future applications of the smart paint technology include: identifying deboarding areas at transit stops, navigating through crowded spaces like airports and convention centers, and connected / automated vehicle guidance and positioning. Vik Bhide from the City of Tampa noted,

The Tampa Smart Paint Project aims to assist persons with visual disabilities.

One of several event sponsors, the American Planning Association Sun Coast Section, showing their support.
“Upon completion of testing, we hope to publish our findings and work with the community to identify other uses. We need to ensure that the smart paint product is effective over time and holds up to Tampa’s weather and conditions.”

**FDOT Traffic Signal Box Art Contest**
- Local high school students were given the opportunity to make their mark on crosswalks near their school through the FDOT traffic signal box art contest. The contest submittals were due in November and winners were announced in December. The art contest was applied to the outside of the traffic signal boxes at intersections and was to convey crosswalk safety messages.
- Of the 62 submittals, the top three winners include Shanice Robertson, Julian Catano Perez, and Sarah Jarvis. They received prizes of $250, $150, and $100.
- The judges included representatives from the following: Hillsborough County School Board, Hillsborough County Public Works, City of Tampa Transportation and Stormwater Services Department, FDOT District 7, FDOT District 7, USF CUTR, and the Hillsborough MPO.

Volunteers work on the Cleveland Elementary Mural.
GOAL 2: IMPLEMENT LOW-COST TREATMENTS TO IMPROVE THE SAFETY OF THE ROADWAY, PARTICULARLY FOR VULNERABLE USERS

• **50th Street – Raised Crosswalks**: In January, raised crosswalks were installed on 50th Street to help slow down speeders along the busy university-area roadway. The street borders the east side of the University of South Florida campus in Tampa. The roadway is notorious for safety issues. In 2014, a woman was hit and seriously injured while crossing the street. Additionally, a guide dog was struck and injured in 2012. The raised crosswalks are the latest in a string of safety improvements for the hazardous street, including flashing beacons, sidewalks, and reduced speed limits in the area. The raised crosswalks project cost less than $15,000. County officials are hopeful the project, along with the previous enhancements, will bring measurable safety improvements along the roadway.

• **34th Street Roundabouts**: Three roundabouts are planned for a stretch of roadway known for serious, and sometimes fatal, crashes. From 2009 to 2011, 34th Street from Columbus Drive to Hillsborough Avenue had 14 serious crashes. The City of Tampa plans to construct roundabouts at the intersections of E. 21st Avenue, Lake Avenue, and Osborne Avenue beginning in 2019 with completion in 2020. Other proposed improvements in the area include the following: flashing beacons and advanced signage at 26th Avenue; a road diet from Columbus Drive to 21st Avenue; a road diet from Lake Avenue to Dr. Martin Luther King, Jr. Boulevard; and bicycle facilities throughout the corridor.
ONE MESSAGE, MANY VOICES

NOTABLE HIGHLIGHTS

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

- Getting the message of Vision Zero out through community events:
  - Gasparilla Bike Safety Rodeo was held on January 19. The Vision Zero Coalition and the MPO’s Bicycle Pedestrian Advisory Committee (BPAC) were busy creating awareness for walking, biking, and roadway safety. BPAC assisted the Tampa Police Department with the Gasparilla Children’s Parade Annual Bicycle & Pedestrian Safety Rodeo. A big thanks to St. Joseph’s Hospital and Baycare for fitting all participants with free helmets!
  - Vision Zero Coalition Participated in 30th Annual Martin Luther King Jr. Day Parade - Participants celebrated the life and legacy of Dr. King and shared the commitment to safe and equitable transportation for all. Vision Zero would like to extend a special thanks to the University of South Florida SISTUHS and African Students Association for participating in the parade held on January 21, 2019 and spreading the dream of zero traffic deaths in our community.

- Study of Media Messaging and Victim Blaming
  - When it comes to bicyclist safety, researchers have found that how crashes are reported has an impact on how they are viewed by the public. Julie Bond from the Center for Urban Transportation Research (CUTR) recently presented findings from a report titled, “Media Framing of Fatal Bicyclist Crashes in Hillsborough County: A Critical Discourse Analysis” at the Transportation Research Board (TRB) Conference in Washington, D.C. The research team examined 189 media reports of 94 bicyclist traffic fatalities in Hillsborough County from January 2009 to June 2018. They studied how linguistic choices frame the relationship between bicyclists and others involved in fatal crashes. The results of the research showed that reports often focused on the traffic event and the parties involved in the crash typically removed blame from the motorist and highlighted the bicyclist’s actions. For example, many reports state, “A bicyclist was struck by a vehicle...” rather than by a motorist. Ultimately, the study found that this type of reporting strengthens the perception that bicyclists are responsible for their own lack of safety detracting from policy reform that could decrease bicyclist fatalities.

During the Gasparilla Bike Safety Rode, participants learned walking, biking, and roadway safety skills. Those in attendance were all fitted and given free bicycle helmets.

Vision Zero Coalition members, USF SISTUHS, and African Students Association members take time from the parade to show their support for safe and equitable transportation in the community.
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

- Families for Safe Streets (FSS) organization was founded in 2014 by families of loved ones who were killed or injured in crashes in New York City as a way to come together and share their stories of love and life lost. Nine other FSS chapters have been established since then in places like Central Texas, Alexandria, Virginia, and Southern California. Vision Zero Hillsborough aims to establish a local FSS chapter in the Tampa Bay region. Anyone interested in championing this endeavor should reach out to Gena Torres (torresg@plancom.org).

REMEMBERING THOSE WHO LOST THEIR LIVES TO TRAFFIC VIOLENCE IN 2018*

Albert Balagun Courtney · Alexis Pacheco · Amanda Bruce · Amanda Cepeda-Duque · Andrew Musty · Angelina Elizabeth Torrey · Armando Christopher Hernandez · Armondo Lopez · Art Leon Holley · Bamnet Narongchai · Bernardino Abbinante · Bradley Broughton · Brandi Eckelstafer · Brandon Wayne Fowler · Brett Thomas Hitchcock · Brian Ray Baxter · Brian William Lester · Carlos Gutierrez · Chanel Smith · Charles Edward Kinsey · Charles Frietsch · Charlie Suave Garcia · Christian Camilo Rozo · Christopher Garcia · Christopher Magdic · Christopher Wade Mayo · Cindy marie Bilardo · Connie Raye Sands · Cory Vircik · Cynthia Porley · Daniel Lee Allmond · David Anthony Counts · David Cecich · David Suarez Gonzalez · Derek McCormick · Donna K. Hurt · Dr. Charles C. Williams Jr. · Dustin Pierce · Erick Miguel Lizardi · Ernesto Lopez Zaragoza · Ever Chavez Romero · Felix Dela Uz · Felix Rubio Camacho · Gerald Erouard Jr. · Gerardo Yslas · Gertrude Minneman · Graham Randy Howell · Gustavo Martinez-Meza · Isabel Triana · Jacquelyn Lindermann · James Richard Barnhardt · Jason Anthony Daniels · Jeff Germain-Rogers · Jerry Walker · Jess Paez · Jesse Lamar Wood · Jessica Reisinger · Lillia Raubenbalt · Jesus De La Torre-Morales · Jesus Manuel de Jesus · Jesus Navarro Lopez · Joel Mendez · Joery Godson Christophe · John Anthony Cosme-Rivera · John Bryan Garcia · John Dilgard · John Howard Perry · John Michael Mackey · John William Costello · Jose Zertuche-Garcia · Juanita Paulino · Keith Booker · Kenneth Alan Wetherington · Kerry Jason Webb · Lawrence James McKiernan · Lazaro Villareal Santana · Leila Reid · Manuel Patino Villa · Marcelino Romero · Marcia Woodside Rivers · Marco Gonzalez Vargas · Maria Teresa Ortiz Vega · Marsha Dawn Wertz · Martina Alexiou Beltran · Mary J. Phillip · Matthew MacGregor McCullum · Meghan Alisha Wiggins · Melanie Hoitt · Melvin Allen · Michael Lee Nevels · Miguel Alexis Hernandez Jr. · Mikeycha James · Mohamed Su Al Toobi · Moses Carter Jr. · Nayomi Ramos-Perez · Pedro Aguerrebere · Renard McGriff · Rhonda Darlene Reel · Richard Duignan · Richard Tennent · Richard Thomas Parnell · Ronald Sampson · Ryan James Simpson · Sajjan Coleman · Samuel Lougheed · Samuel Thanhkachan Thomas · Scott Anthony Wolf · Shen Hui Lin · Stephanie LaJune Bennett · Stevel Darrel Driggers · Susan Newhall Henniger · Takeny Ivori James · Taylor Liebe · Theresa Hupp · Thomas Connors · Thomas Miller IV · Tyler James Husseman · Urbine Smith III · Veronica Collins · Vivian Keith Gray · Wilburta Williams · William Delapp · Willmette Baughman · Yasiel Ramirez Guiterrez · Yu Zhen Zhang

*Not all names were available
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 60-day 2019 Florida Legislative Sessions starts on March 5 and is scheduled to end on May 3, 2019. The actions taken during the sessions will have significant public policy impacts for planning, transportation, and other issues of concern for many Floridians.

- **Primary Enforcement Against Distracted Driving:**
  - House and Senate bills (HB 107/SB 76) propose to make texting or talking on a hand-held phone while driving a primary offense instead of the a secondary offense. This means that officers could pull over and ticket someone for texting or talking. This is not permissible under current law unless another infraction was committed. The bills are known as the “Florida Ban on Wireless Communications Devices While Driving Law”.

- **Other Enforcement Related 2019 Session Bills:**
  - A House and Senate bill (HB 71/SB 158) called the “Vulnerable Road User Act” intends to increase the penalty for injuring or killing someone considered a vulnerable road user in a motor vehicle crash. Penalties include requiring the person to pay a fine, serve a period of house arrest, attend a driver improvement course, and/or have their driver’s license revoked for a specified period.
  - A Senate bill (SB 116) proposes to specifically make repetitive racing infractions a felony.
  - A House bill (HB 6003) proposes to repeal the law that allows for traffic infraction cameras.

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

- FDOT has given Tampa Police Department and Hillsborough County Sheriff’s Office $50,000 each towards speed enforcement along Busch, Fowler, and Hillsborough Avenues
  - Tampa city leaders call for traffic improvements along Busch, Fowler, and Hillsborough Avenues following fatal crashes that occurred in December 2018.

- Hillsborough MPO Board approved a motion to commission a Comprehensive Safety Audit Addressing Speed Management
  - The Safety Audit was approved at the January 8th Hillsborough MPO Board meeting. The Safety Audit will focus on the severe-crash corridors in Hillsborough County. The end result will be to develop a Hillsborough County Speed Management Action Plan.
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

• A Mayoral Candidate Forum organized by Walk Bike Tampa on December 11 put Vision Zero’s goal of eliminating severe and fatal crashes center stage. Mayoral hopefuls gathered at Sparkman Wharf for a night of discussion about transportation, safety, and healthy neighborhoods. Vision Zero Hillsborough was represented at the event with a table organized by MPO Executive Planner Gena Torres and Senior Planner Wade Reynolds. The questions answered by candidates included one developed by the Hillsborough County Metropolitan Planning Organization: “A Vision Zero policy has been adopted by both Hillsborough County and the Tampa City Council. Can you explain what Vision Zero means in your own words and what actions your Administration will take to uphold and implement Vision Zero for City of Tampa sponsored infrastructure and transportation projects?”

“Every candidate was there talking and hearing about Vision Zero, and I am not sure there is any other mayoral race in the country right now where that has happened,” said Whit Remer, Walk Bike Tampa’s secretary.

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

• All for Transportation revenue could help advance safety-related projects in Hillsborough County

○ Hillsborough County voters approved a one-cent sales tax on November 6 to help pay for a range of much-needed transportation improvements. Increasing safety for driving, walking, and biking was a key message of the campaign for the tax.

○ The estimated $280 million per year the tax will raise will go to improving transit, maintaining and improving streets, and enhancing the bike and pedestrian network. The charter amendment approved by voters also requires about 15 percent of the revenue be dedicated for safety improvements to existing streets, roads, and bridges.

○ Expected improvements include more crosswalks, sidewalks, and bike lanes, which will help fill gaps in the network that currently put vulnerable users at risk.

Audience gathered at the Walk Bike Tampa Mayoral Candidate Forum despite the chilly Florida night / Image courtesy of the Tampa Downtown Partnership.

Mayoral candidates at the Walk Bike Tampa Mayoral Candidate Forum / Image courtesy of the Tampa Downtown Partnership.
• Hillsborough MPO identifies Safety Performance Targets for 2019
  - Whereas achieving zero traffic deaths is the long-term aspirational goal of the Hillsborough MPO, the FHWA has encouraged MPOs to select realistic targets based on data analysis. Using a methodology developed for the Imagine 2040 Long Range Transportation Plan to predict performance based on different investment levels for safety projects, MPO staff is proposing to set safety performance targets as follows:
    - No. of Fatalities (2019 Year-end Total): No more than 163
    - No. of Fatalities (Five-year Rolling Average): No more than 187
    - No. of Serious Injuries (Five-year Rolling Average): No more than 1,435
    - No. of Non-motorized Fatalities and Serious Injuries (Five-year Rolling Average): No more than 234
    - Rate of Fatalities per 100 Million Vehicle Miles Traveled (MVMT) (Five-year Rolling Average): No more than 1.35
    - Rate of Serious Injuries per 100 MVMT (Five-year Rolling Average): No more than 10.43

GENERAL UPDATE
• New York City Vision Zero Conference
  - On November 7 and 8, MPO Executive Planner Gena Torres attended the 4th Annual Vision Zero Cities Conference at Columbia University’s Alfred Lerner Hall in New York City. Speakers included Vishaan Chakrabarti (Founder of Practice for Architecture and Urbanism and Associate Professor of Practice at Columbia University); Janette Sadik-Khan (Principal at Bloomberg Associates and Former New York City Transportation Commissioner); and Lisa Bender (Minneapolis City Council). Day two presented small group “in the field” opportunities including bike tours, walking tours, workshops, and site visits.

Traffic violence messaging (left) and some of our Vision Zero Hillsborough advocates during NYC Vision Zero Conference.
**Hillsborough County High Crash Spots**

- 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 (2014-2018) 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).

- 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/
UPDATES, SUCCESS, AND WHAT’S AHEAD ON THE JOURNEY TO ZERO

RECENT / UPCOMING EVENTS

- **2/28/19** – University of South Florida (USF) Transportation Day/Cyclovia - Alumni Drive was closed to automobile traffic between Beard Drive and the east entrance to Lot 8-C. The goal of the event was to increase the variety of transportation options available for USF students, faculty and staff, and to promote a behavior change away from driving alone in a car. Some of the event activities included: ribbon “closing” ceremony, campus bike ride, USF Police Department bicycle registration, Campus Rec bike tune-ups, a bicycle lane painting activity, and food trucks.

- **3/1/19** – Sixth Annual Bike with the Temple Terrace Mayor - The ride was in celebration of Florida’s Bike Month during March. The first 100 adult bicyclists to arrive received this year’s T-shirt in a new color! The ride with the mayor took participants around scenic Temple Terrace along the river, past historic homes, the Florida College, and back to where it started.

- **3/2/19** – Temple Terrace’s Kids Bike Rodeo & Family Ride - Bike/Walk Tampa Bay and the Hillsborough County Sheriff’s Office hosted a Kids’ Bike Rodeo and Family Ride. A bike rodeo is a way for kids to learn bicycling skills on a fun, safe obstacle course. The event was held at the Temple Terrace Family and Recreation Complex. Free helmets were provided to participants followed by a fun 3.9-mile family ride through Temple Terrace.

- **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.

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!

VISION ZERO QUARTERLY MEETINGS

- The next quarterly meeting will be held in May 2019. Time and Location To Be Determined.

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@citiesthatwork.com) to learn more!

FOLLOW US ON FACEBOOK TO STAY IN THE KNOW!

www.facebook.com/VisionZeroHillsborough

Use #VisionZero813 to spread the word on social media!