Meeting of the Bicycle Pedestrian Advisory Committee
Wednesday, October 10, 2018, 5:30 p.m.

I. Call to Order

II. Public Comment - 3 minutes per speaker, please

III. Approval of Minutes – September 12, 2018

IV. Action Items

V. Status Reports
A. LRTP goals Update (Michele Ogilvie, MPO)
B. Eco District (Sean Baraoidan, Real Building Consultants)
C. Multimodal Level of Service Evaluation (Jennifer Musselman, Kittelson)
D. North Alexander Street Corridor Land Use & Marketing Study (Jay Collins, Planning Commission)
E. Vision Zero Quarterly Update & Nebraska Ave. (Gena Torres, MPO)

VI. Old Business & New Business
A. Members’ Interests

VII. Adjournment

VIII. Addendum
A. MPO Meeting Summary & Committee Reports
B. How the Media Fails Bicyclists

The full agenda packet is available on the MPO’s website, www.planhillsborough.org, or by calling (813) 272-5940.

The MPO does not discriminate in any of its programs or services. Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Learn more about our commitment to non-discrimination.

Persons needing interpreter services or accommodations for a disability in order to participate in this meeting, free of charge, are encouraged to contact Johnny Wong, 813-273-3774 ext 370 or wongj@plancom.org, three business days in advance of the meeting. Also, if you are only able to speak Spanish, please call the Spanish helpline at (813) 273-3774, ext. 211.

Si necesita servicios de traducción, el MPO ofrece por gratis. Para registrarse por estos servicios, por favor llame a Johnny Wong directamente al (813) 273-3774, ext. 370 con tres días antes, o wongj@plancom.org de cerro electrónico. También, si sólo...
se puede hablar en español, por favor llame a la línea de ayuda en español al (813) 273-3774, ext. 211.

In accordance with Title 17 U.S.C. Section 107, materials attached are for research and educational purposes, and are distributed without profit to MPO Board members, MPO staff, or related committees or subcommittees the MPO supports. The MPO has no affiliation whatsoever with the originator of attached articles nor is the MPO endorsed or sponsored by the originator. Persons wishing to use copyrighted material for purposes of their own that go beyond ‘fair use’ must first obtain permission from the copyright owner.

If a person decides to appeal any decision made by the board, he or she will need a record of the proceedings, and for such purpose may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.
I. CALL TO ORDER

Vice Chair Tony Monk called the meeting to order at 5:37 p.m. and the meeting was held in the Plan Hillsborough Room of the County Center Building.

Members present: Jason Chilson, Lynda Crescentini, Jonathon Forbes, Moises Hernandez, Jason Jackman, John Kubicki, John Marsh, Monica Martin, Faye Miller, Tony Monk, Diana Ramirez, Richard Ranck, Jamie Rubscha, Jim Shirk, Calvin Thornton, and Alain Watson

Others present: Wade Reynolds - Hillsborough MPO; Sharon Snyder - Planning Commission; Alex Henry - FDOT; Gary Cloud; Tim Horst

The order of the meeting was changed until a quorum was established. The meeting began with the status report. A quorum was reached at 5:45 PM.

II. PUBLIC COMMENT

There were no public comments.

III. APPROVAL OF MINUTES

Motion: Approval of the minutes of August 8, 2018. (Shirk - Monk). The motion passed unanimously.

IV. ACTION ITEMS

A. Election of Chair

Due to the resignation of Patrick Thorpe, a new Chair needs to be elected. Mr. Monk asked for nominations and reminded members that the Committee member must accept the nomination. Mr. Monk nominated Jonathan Forbes and he accepted. No other nominations were given. Mr. Thornton moved to close nominations; Mr. Shirk seconded. All were in favor.

Motion: Nomination of Jonathan Forbes to Chair (Monk - Thornton). The motion passed unanimously.

B. Committee Appointment – Tim Horst

Mr. Reynolds presented Mr. Tim Horst, a former MPO intern. Mr. Horst introduced himself and provided his background. Mr. Monk reiterated Mr. Horst will need to abstain from voting on any action item his firm (Arcadis) is involved with.
Motion: Recommend Committee appointment of Tim Horst to the MPO Board. (Shirk – Marsh). The motion passed unanimously.

V. STATUS REPORTS

A. It’s Time Tampa Bay (Wade Reynolds, MPO)

Mr. Reynolds presented the It’s Time Tampa Bay presentation and asked members to complete the survey, if they haven’t already done so. He distributed hard copy surveys to those that requested one.

Discussions were held regarding some on the elements in the survey, the need to carefully consider the results when compiling the hybrid scenario, how this survey relates to the other studies conducted in the past and how many surveys have been collected to date (close to 7,000).

B. Tampa Bay Next Quarterly Update (Alex Henry, FDOT)

Mr. Henry presented the Tampa Bay Next Quarterly Update. He provided an update on the Gateway Expressway, the Howard Frankland Bridge (including the bicycle/pedestrian trail) and operational improvements at the north corridor of I-275 and SR 60.

C. Bicycle Friendly Businesses Update (Christine Acosta, Walk Bike Tampa)

Ms. Acosta presented the Bicycle Friendly Businesses Update. The four attributes of a bicycle friendly business are Encouragement, Engineering, Education and Evaluation & Planning.

Discussions followed regarding how often a business is recertified (every four years), if the certification is for one or all business locations (one location), if there is a measurement of effectiveness/improvements (yes), if the businesses have to show all four dimensions to be certified (must do well in at least two), what the expense is to the business (business with fewer than 50 employees pay $50; and fees go up to $1000), and who a business should contact for more information (Ms. Acosta).

Mr. Shirk stated Tampa Downtown Partnership now covers as far west as North Boulevard.

VI. OLD BUSINESS & NEW BUSINESS

A. Member’s Interests

Mr. Shirk asked for an update on the request to move the Upper Tampa Bay Trail to accommodate a parking lot. Mr. Chilson stated the County will work with the developer to see what types of plans and safety measures can be put in place at the developer’s expense. Nothing has been approved as it is in the early planning stages. The County has received approximately 230 public comments to date. Mr. Reynolds will provide updates via email, as needed.

Mr. Thornton would like to have future discussions on motorized scooters, a popular alternative form of transportation. He noticed cities are implementing scooter programs and he would like to see a presentation on small vehicles as alternative modes of transportation. He feels the
Committee’s title will eventually need to be expanded to include all vulnerable road users, such as scooter riders.

Mr. Kubicki stated neighborhoods are also looking at golf carts and asked members to keep in mind what the law states about certain types of vehicles on roadways. Mr. Thornton stated the ADA allows those with a blue card to choose the mode of transportation they prefer for mobility, including golf carts, and are legally allowed to ride a golf cart on roadways.

Mr. Forbes asked if there is a program to educate the public about the cycle track on Jackson Street. Mr. Thornton stated there is plenty of signage along the roadways. CUTR may be able to provide information about the bike boxes.

Mr. Ranck introduced the County’s new Public Works trail planner, Monica Martin. She will serve as an alternative on the Committee.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 6:55 p.m.
Board & Committee Agenda Item

**Agenda Item**
Long-Range Transportation Plan Goals

**Presenter**
Michele Ogilvie, MPO Staff

**Summary**
The Long-Range Transportation Plan (Imagine 2040) is being updated with a horizon year of 2045. The purpose of the update is to plan for approximately 1 million new residents that are projected to live in the Tampa Bay area in 2045. The Long-Range Transportation Plan is guided by a set of goals, objectives and policies.

Goal setting is an important process because it identifies what a community values, frames the overall plan and defines the overall transportation priorities identified in the plan. The six Goals of the Imagine 2040 Plan are:

**Goal 1** - Enhance the safety and security of the transportation system for both motorized and non-motorized users.

**Goal 2** - Support economic vitality to foster the global competitiveness, productivity and efficiency of local and regional businesses.

**Goal 3** - Improve the quality of life, promote energy conservation and enhance the environment, while minimizing transportation-related fuel consumption, air pollution and greenhouse gas emissions.

**Goal 4** - Promote accessibility and mobility by increasing and improving multi-modal transportation choices, and the connectivity across and between modes, for people and freight.

**Goal 5** - Assure that transportation improvements coordinate closely with comprehensive land use plans and support anticipated growth and development patterns.

**Goal 6** - Consider cost-effective solutions that preserve existing facilities and optimize the efficiency of Transportation System Management and operations.

The purpose of this agenda item is for staff to review the results of the recent public involvement process and other data input to ask for input on the updated plan and its goals.

**Recommended Action**
At this time, no action is required, discussion and comments only.

**Prepared By**
Michele Ogilvie, MPO Staff

**Attachments**
None
Board & Committee Agenda Item

**Agenda Item**
EcoDistricts

**Presenter**
Sean Baraoidan, Real Building Consultants

**Summary**
EcoDistricts is a trademarked, comprehensive strategy to accelerate sustainable development at the neighborhood scale by integrating building and infrastructure projects with community and individual action. They are an important scale to accelerate sustainability — small enough to innovate quickly and big enough to have a meaningful impact.

District-scale projects, such as district energy, green streets, smart grid, demand management and resource sharing, are well known. However, the widespread deployment of these strategies has been slow to develop due to a lack of comprehensive policy or implementation frameworks at the municipal level.

EcoDistricts (formerly Portland Sustainability Institute) launched in 2009 as an initiative to help cities remove these implementation barriers and create an enabling strategy to accelerate neighborhood-scale sustainability. Success requires a comprehensive approach that includes active community participation, assessment, new forms of capital and public policy support.

EcoDistricts can be found in metropolises such as Audubon Park Garden District in Orlando, Florida and Midtown Atlanta, Georgia.

**Recommended Action**
For discussion and comment.

**Prepared By**
Michele Ogilvie, MPO staff

**Attachments**
None
Board & Committee Agenda Item

**Agenda Item**
Multimodal Level of Service Update

**Presenter**
Sarah McKinley, MPO Staff

**Summary**
In 2017 the MPO created a White Paper looking into methodologies and best practices in calculating Level of Service (LOS) for bicycle, pedestrian and transit. From the recommendations in that report the MPO has been working with a consultant to update the methodologies used for calculating bicycle and pedestrian LOS. The effort has focused on establishing a Level of Traffic Stress (LTS) standard and apply this to the transportation network. The goal is to have a new minimum standard, and through the database maintained by the MPO, highlight corridors and intersections that could be enhanced for safety.

The MPO currently uses Florida Department of Transportation guidance that was established over 20 years ago. With new minimum design standards it became time to revisit the methodology. The updated standards will better reflect the new innovations in bicycle and pedestrian facilities.

The task is expected to be finalized in December.

**Recommended Action**
None; for information only

**Prepared By**
Sarah McKinley, MPO Staff

**Attachments**
None
Board & Committee Agenda Item

**Agenda Item**
North Alexander Street Corridor Land Use and Marketing Study

**Presenter**
Jay Collins, Planning Commission staff

**Summary**
Plant City strives to grow as a community in a thoughtful, efficient way, and to do so while maintaining the charm, character, and natural environment that makes the city unique. With a new 2-mile roadway now connecting the northern end of Alexander street to Paul Buchman Highway, benefits have immediately been seen for truck and vehicle traffic flow. There are also opportunities over time to see new retail and residential, planning for that vision is what was accomplished in conducting this Land Use and Marketing Study.

**Recommended Action**
None. For information only.

**Prepared By**
Gena Torres, MPO staff

**Attachments**
Link to [North Alexander Street Corridor – Land Use & Marketing Study](#)
Board & Committee Agenda Item

**Agenda Item**
Vision Zero Coalition Next Steps & A Look Back at the Nebraska Avenue Complete Streets Project

**Presenter**
Gena Torres, MPO Staff

**Summary**
December marks the one-year adoption of the Vision Zero Action Plan. Progress has been made in all four of the action tracks and plans are underway to continue the important work of eliminating traffic injuries and deaths on our roadways. The attached quarterly report highlights recent efforts of the MPO and our local Vision Zero partners. Although the Hillsborough MPO remains committed to supporting Vision Zero, we are considering ways to elevate Vision Zero beyond our agency and into the community where the movement can grow.

One of the most effective corridor transformations leading to lower injury and death is the implementation of complete streets. Providing sidewalks, bikeways, midblock crossings, leading pedestrian intervals, and lowering speeds are critical in reaching the goal of zero deaths. The first road diet and transformation to a “complete street” on a state road in Florida was implemented on Nebraska Avenue. Capitalizing on a planned resurfacing of the 3.2-mile segment from Kennedy Boulevard to Hillsborough Avenue, Nebraska Avenue was striped to become a three-lane section, with bike lanes, decorative crossings, bus bays, and refuge islands. In the 10 years since construction was completed, fatalities and serious injuries on the corridor have decreased by 60%.

**Recommended Action**
None; for discussion only

**Prepared By**
Gena Torres

**Attachments**
1. Vision Zero Quarterly Meeting 1 – Meeting Summary
2. Vision Zero Quarterly Report – Summer 2018
After introductions were made, Beth Alden, Executive Director of the MPO encouraged the attendees to think of how Vision Zero can move beyond the MPO with coalition members taking ownership and using the MPO in a support role.

Frank Kalpakis reviewed the Quarterly Report recognizing the work being accomplished by the many local agencies and organizations aiming to eliminate traffic injury and death in the county.

Jonathan Forbes shared his experience presenting Vision Zero to a local homeowners association. He explained how the speaker’s bureau training provides all the material needed but encouraged others to make the presentation their own, personalize with their own stories. The training next dates for 2018 were announced: Sept. 9, Oct. 4, and Nov. 1.

Chuck Helms thanked the audience for being involved in such an important topic as saving lives. As a small business owner, he was so moved by Vision Zero that he doubled the locations of indoor ads purchased by the MPO, specifically in establishments along the high crash corridors.

Gena Torres shared a video showing Melissa Wandall, an advocate for the families and loved ones of victims of traffic violence, telling the story of the crash that took her husbands’ life. Melissa has started a foundation, Driving Down Heartache, to have a place for people to lean on each other, tell their stories, and enact change.

Finally, a brainstorming session was conducted to get commitments from attendees and a list of projects to work on over the next year. The summary follows. With the number of ideas generated, “leaders” were identified who will decide on 3-5 specific projects.
EVENTS

LEADERS:
Alex Engelman
Chris Vela
Matt Pleasant
Alana Brasier

OTHERS INTERESTED IN HELPING:
Ravi Narayanan
Katrina Corcoran (Suncoast APA)

IDEAS:
• Global Parking Day – September 28th
• National Walk to School Day- October 3rd
• Vision Zero Activity on World Day of Remembrance of Road Traffic Fatalities -November 18th
• National Bike to School/Bike to Work Day – May 2019
• Pop Up Bike Lanes and Bike Lanes for Gaspirilla Children’s and Invasion Parades
• “Shoe” Demonstration for Every Fatality – Placed at City Hall, County Center or State Office Building
• Painting an Intersection @ Ola + Columbus
• Painting an Intersection @ Central + Columbus
• Safe Speeds Event on Ashley Drive (Am/Pm
• Safe Streets Event on Tampa Street in Am
• Event Coordinated with A Tampa Festival – Steele
• City of Tampa Getting More Intersection Murals Created Through Its Program – Maybe Assisting Residents to Get Supplies
• Pop Up Vision Zero/ Complete Street Events @ USF, USF Med, UT, HCC
• Complete Street Event – Close Road One Weekend Morning. Invite Aligned Organizations to Sponsor and Have Tents at The Event
• Walks of Silence
• Hold Two More Vision Zero Corridor Engagement Events
• Crosswalk @ Knight & Bayshore
• Bayshore Weekend Closure
• Street Closure Where Pedestrian Deaths Have Occurred
• National Day of Remembrance – November 18th
• Open Streets Event In 2019
• Partner with USF Campus to Paint on Campus Bike Lanes Green
• Create Signs That Encourage People to Walk & Bike And – Remind Drivers That “You’re Allowed to Bike & Walk Here!”
• USF Transportation Day – Feb/March 2019 – Julie @ CUTR
• Offer Alter Speakers Bureau Opportunity for A Street Event Signs
• Weekly/ Monthly Mini Events to Sign-Wave & Give Out Flyers for FFSS @ Locations Where People Are Killed
• Organize “Walking School Buses” For Elementary & Middle Schools Highlighted In Top 10 Areas Of MPO School Safety Report
• CYCLOVIA
• Create Grassroots Ped Safety For Neighborhoods
• TDP organizing a downtown – based awareness event (Alana)

HEARTACHE
SUPPORT FOR VICTIMS & LOVED ONES

LEADERS:
Steele Olmstead
Dayna Lazarus

OTHERS INTERESTED IN HELPING**:
Alana Brasier
Katrina Corcoran
Matt Pleasant

IDEAS:
• Form Families for Safe Streets Chapter
• I Could Host A Story of Self “Story Telling” Workshop to Families for Safe Streets – Dayna Lazarus
• Interview Survivors, Create A 2-3 Minute Vignette to Share and Post on The Vision Zero Web Page
• Group Walk or Bike Rides in Honor of Victims
• Pamphlet for TGH To Distribute to Families of Victims
• Families for Safe Streets - Flyers/ Postcards/ Business Cards with Information on How To Join FFSS “Affected By Traffic Violence? Join Today!”

**NOTE:** Melissa Wandall will be at the Nov. meeting, is VERY engaged and interested in sharing her thoughts on how to engage loved ones. Feel free to include her melissa@melissawandall.com
LEADERS:
Amanda Chornaby
Frank Kalpakis

OTHERS INTERESTED IN HELPING:
Katrina Corcoran
Alex Engelman
Alana Brasier

IDEAS:
• Auto Part Stores – Pep Boys, Advanced Auto
• Economic Chambers, Corporate Development
• Providing My Time as An In-Kind Donation & Look for Sponsors
• Partnering with TGH to promote Vision Zero
• Reach Out To Previous Contact In The Freight Community (l.e.. Publix) To Sponsor Vision Zero Efforts
• Reach Out To Accident Lawyers
• Permanent Mural On 15th Street – Go Fundme
• Sponsorship For More Flyers
• Secure A Business To Fund Painting Of A Mural @ An Intersection

SPEAKER’S BUREAU
OUTREACH TO NEIGHBORHOODS, PTA’S, ETC

LEADERS:
Paula Flores
Julie Bond
Anna Rosenblum

OTHERS INTERESTED IN HELPING:
Margaret Kubilins
Christopher Gleason
Terrissa Cullier – (813) 598-7681, (813)-598-7695, joshomtam1@yahoo.com, joshomtam1@gmail.com
Karen Michalski
Frank Kalpakis
Barbara Steck

IDEAS:
- Getting teens involved, hosting teen specific training opportunities
- Frank Kalpakis – signing up for the speaker’s bureau, presentation to grammar school
- Mayoral Candidate Forum
- School Safety
- Develop tactical resource for communities so they have ideas of easy next steps to take
- Activate communities we speak to host one event, advocate for one issue, or take one other Vision Zero action
- Online calendar on Facebook
- Organize a speaker’s bureau to educate newly elected officials (mayor, city council, county commissioner)
- Speaker’s Bureau use Neighborhood Association of Presidents – TampaGov.org TBCN – Public Access TV

QUARTERLY REPORTING

LEADERS:
Amanda Chornaby (Renaissance Planning) - achornaby@ciesthatwork.com – Please send your happenings to me to organize for Quarterly Reports

IDEAS:
- BWTB Awards & Summit
- Bicycle Friendly Businesses
- Find good contact for updates from Plant City & Temple Terrace
- What are agencies doing on street design standards?
- ITE professional development on speed-setting practices
- CUTR – Bike/Work Tampa Bay
- Health Department – Hospital Crash Reports
- DOT signs over highways with sign messages (dynamic message sign) – Barbara
- Civic Organizations
- Office of Neighborhood Associations
- Mayor’s Neighborhood University
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
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.

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.
UpdaTes, SUCCESS, and WHAT’S AHEAD ON THE JOURNEY TO ZERO

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.

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

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

“This project will have direct and lasting value as we seek to achieve the goal of zero fatalities and serious injuries on our nation’s roadways,” said Deborah A.P. Hersman, president and CEO of the National Safety Council.

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.
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
MPO Board Meeting Summary
Wednesday, September 5, 2018

CALL TO ORDER, PLEDGE OF ALLEGIANCE & INVOCATION

Chairman Les Miller called the meeting to order at 9:02 a.m. Commissioner Stacy White led the Pledge of Allegiance and gave the invocation. The meeting was convened on the 2nd floor of the County Center.

APPROVAL OF MINUTES – July 31, 2018

A motion was made by Councilman Guido Maniscalco to approve the June minutes as presented. The motion was seconded by Mrs. Cindy Stuart and carried unanimously.

PUBLIC COMMENT

Mr. Jim Davison voiced his opinion regarding data the MPO’s Executive Director’s, Ms. Beth Alden, presented to the Tampa City Council explaining what a one-cent sales tax petition on the ballot in November would pay for in the 2040 Long Range Transportation Plan (LRTP). He provided board members with a report that he prepared showing a comparison of the All for Transportation Petition Category Funding versus the Hillsborough County MPO 2040 LRTP Category Funding.

Since there seemed to be discrepancies in what was presented versus the information Mr. Davison reported, Commissioner White made a motion for staff to provide a response to Mr. Davison’s report by the end of September to each board member. The motion was seconded by Commissioner Sandra Murman. Following brief discussion, the motion carried unanimously.

COMMITTEE REPORTS, ONLINE COMMENTS

Ms. Gena Torres, MPO Staff, presented the committee reports. Committees approved and forwarded to the MPO Board committee appointments and comments to the Florida Department of Transportation (FDOT) on the West Busch Boulevard Multimodal Safety Study Letter of Comment provided on the Consent Agenda. Committees also approved the TIP Roll-forward Amendment. In addition, committees accepted, except for the CAC voting 7 to 5, the Westshore Mobility Plan. Approval of the South Coast Greenway Connector was unanimously approved by the committees.

The Bicycle Pedestrian Advisory Committee was happy to learn that the FDOT is working to fill the sidewalk gap on the Courtney Campbell Causeway, which will lead to a complete path on the north side.

The Policy Committee discussed the 2018 Florida Transportation Earmarks Veto List.

The Transportation Disadvantaged Coordinating Board approved the continued contract with the Agency for Community Treatment Services.

Other items discussed at committee meetings include: crash modification factors for complete street improvements, the north Alexander Street Corridor Land Use and Marketing Study, and FDOT’s Strategic Intermodal System Designation Changes.
In October, the committees will discuss FDOT’s 2045 Cost Feasible Plan with consideration for a letter of comment.

The TMA Leadership Group Facilitation Decision Making members discussed creating a one MPO one vote decision making mechanism and establishing a rotating Chair.

The TBARTA MPO Chairs’ Coordinating Committees Staff Directors transmitted the updated priority list for regional trails and the Transportation Regional Incentive Program to FDOT’s District Office along with the resolutions supporting preservation of transit right-of-way in the I-4 Corridor. The items were adopted at the July meeting of the CCC and Central Florida MPO Alliance.

Ms. Torres provided a summary of all comments that were received from citizens. Board members were provided copies of all comments in full in their meeting folders. No Facebook comments were received. There were no questions following the committee reports and online comments provided by Ms. Torres.

Following the Ms. Torres’s report, there was an inquiry regarding the Courtney Campbell sidewalk gap and FDOT examining possible solutions for a complete path on the north side.

Mr. Stephen Benson, FDOT Representative, stated there is a gap on the north side of the Causeway that runs between the airport and Rocky Point that was not connected when the Court Campbell was originally built. They are going to see if there is a simple way to make the connection, even though there is a bridge structure, a sea wall, and possibly environmental impacts.

Commissioner Miller acknowledged that Ms. Alden was attending a conference and Mr. Rich Clarendon, Assistant Executive Director was filling in for her.

**CONSENT AGENDA**

A. Committee Appointments  
B. West Busch Blvd. Multimodal Safety Study Letter of Comment

Councilman Luis Viera pulled item V. B. West Busch Boulevard Multimodal Safety Study Letter of Comment.

A motion was made by Commissioner Murman to approve the committee appointments on the Consent Agenda. The motion was seconded by Councilman Cohen and carried unanimously.

Following the motion, there was discussion on item V. B. Councilman Viera commended Ms. Alden and the Board for supporting the vision of more safety on Busch Blvd. He brought to the Board’s attention the tremendous support there is from organizations in the community for more emphasis on pedestrian friendly features and lower speed limits on Busch Boulevard. He also encouraged members to push for the changes.

Mrs. Stuart thanked Councilman Viera for pulling the item and stated that the School Transportation Working Group received a presentation on the study from FDOT and had concerns; therefore, the School District has also written a letter to FDOT to ensure that surrounding schools are included in the work that is being done on Buch Boulevard.

Councilman Cohen informed members that the Policy Committee spent a lot of time at their last meeting on the recommendations that were included in the letter regarding safety concerns and they stand behind the recommendations. Everyone’s assistance is needed to get the work completed since Busch Boulevard crosses so many jurisdictions.
Commissioner Murman also thanked Councilman Viera for bringing the item forward for discussion and gave a shout-out to Sheriff Chad Chronister for starting a new program at specific hot spots around the County to educating people on safety. Commissioner Murman suggesting having a conversation with the Sheriff to offer education in additional areas of the County.

Commissioner Miller reiterated concerns for Chamberland High School students and people not utilizing crosswalks and crossing in the middle of the street.

A motion was made by Councilman Viera to approve item V. B., West Busch Blvd. Multimodal Safety Study Letter of Comment as presented on the Consent Agenda. The motion was seconded by Mrs. Stuart and Councilman Maniscalco and carried unanimously.

ROLL-CALL VOTE: TIP ROLL-FORWARD AMENDMENT

Staff received information late on Tuesday afternoon regarding one of the amendments, prior to the MPO Board meeting and provided revised documentation at the meeting. Amendment #27 in the series of the Roll-forward projects was not recommended to go forward and was deleted from the Roll-forward amendment.

A motion was made by Councilman Cohen to accept the Roll-forward amendment as revised. The motion was seconded by Commissioner Murman and carried unanimously with a roll call vote (Mayor Rick Lott and Mr. Joe Waggoner were not in attendance).

ACTION ITEMS

A. West Tampa Multimodal Plan

Mr. Chris Keller, Tindale Oliver, provided an overview on the City of Tampa’s Walk-Bike Plan Phase VI, which is also known as the West Tampa Multimodal Plan. The study is identifying opportunities to enhance the multimodal network, improve connections between existing and planned pedestrian and bicycle facilities, and identify opportunities to implement complete streets strategies throughout West Tampa.

Following the presentation, Councilman Maniscalco stated that he was glad to see the recommendations for the improvements, especially along Columbus Drive, and hope they can be moved forward.

Commissioner Kemp expressed concerns about jurisdictional issues, safety regarding where trail ways are being placed and agreed with Councilman Maniscalco’s comments regarding the much needed improvements for the West Tampa District. She is glad to see ideas for economic development, quality of life and walkable community improvements.

Mr. Keller stated there was limited right of way and they are trying to make the best of the space that is available. They looked at opportunities to address speed issues and continued coordination on jurisdictional items will assist in moving recommendations forward.

Mr. Trent Green inquired about the Plan’s boundaries and coordination with other proposed projects being completed in the Westshore area. Mr. Keller stated that they looked at connections and additional enhancements that would be able to connect into the future intermodal facility and are in harmony with other plans.

A motion was made by Commissioner Murman to support the Plan’s recommendations. The motion was seconded by Commissioner Pat Kemp and carried unanimously.
B. South Coast Greenway Connection Feasibility Study

Mr. Wiat Bowers with Atkins provided an overview of study. Implementation of the South Coast Greenway Connector Trail will assist in completing a major component of the greenways and trails system in eastern Hillsborough County, and provide additional mobility options for the Palm River, Clair Mel, Progress Village and Gibsonton areas.

Following the presentation, Commissioner Murman thanked Mr. Bowers for his report and stated that citizens in south county really want the South Coast Greenway Trail. She also wanted to know if there is anything that can be done to expedite the project would be great. Mr. Bowers stated that the County has a PD&E Study for the segment to the south and they will prioritize the next steps.

A motion was made by Commissioner Murman to accept the South Coast Greenway Study. The motion was seconded by Councilman Maniscalco and carried unanimously.

STATUS REPORTS

A. Tampa Bay Next Quarterly Update

Secretary David Gwynn provided the FDOT quarterly update on the Tampa Bay Next Program. There has been a great deal of public engagement and a lot of feedback has been received, with the consensus that doing nothing is not an option to fix safety and congestion problems in the area. The Secretary provided information on two nearer term projects: (1) I-275 North of I-4 and (2) the area of the Westshore Interchange. He also provided information on projects that are currently under construction or procurement and the Supplemental Environmental Impact Statement (SEIS). The Gateway Expressway project will be completed in 2021. There will be an Industry Forum on September 17, 2018 for proposers who are interested in putting together a design-build proposal for the Howard Frankland Bridge. FDOT is working on enhancing bicycle and pedestrian connections as well. They are looking to improve some of the interchanges that have operational problems and provide opportunities for transit within existing right of way.

Two SEIS Public Workshops are scheduled: (1) December 10th, and (2) December 13th. The next Tampa Bay Next quarterly update will be held prior to the workshops.

The Secretary stated that FDOT has shown willingness to provide funding where they can. They want to work with the community on transit, but the first step in having a viable plan is clear indication from the local community about what transit projects they would like to pursue, and FDOT is ready to partner on the projects.

Following the presentation, Councilman Cohen thanked the Secretary for the public outreach that has taken place and expressed concerns about the slide that depicted the new Howard Frankland Bridge. He stated the Howard Frankland Bridge should be something iconic that everyone can be proud of. The presentation included a generic drawing; however, Secretary Gwynn stated the design build teams will propose different designs, and they do not want to have one bridge that looks completely different from the other bridge.

Commissioner White wanted to make sure that everything possible is done for the ecological health of Tampa Bay. He would like FDOT to communicate with Ed Sherwood, the Executive Director of the Tampa Bay Estuary Program regarding design ideas on the new bridge. He also suggested speaking with the Environmental Protection Commission (EPC) staff regarding the opportunity to utilize demolition material for the EPC’s Artificial Reef Program.

Mr. Joe Lopano complimented the Secretary on his willingness to change plans as he receives community
Commissioner Kemp thanked Secretary Gwynn for FDOT’s community engagement as well. She would like to have SunRail make a presentation to the board, and she expressed concerns about the Downtown Interchange.

B. Resilient Tampa Bay: Transportation Vulnerability Assessment

Mrs. Allison Yeh, MPO Staff, provided a brief overview on the Resilient Tampa Bay project. The Hillsborough MPO, in collaboration with the Pinellas MPO, Pasco MPO, Tampa Bay Regional Planning Council, and the FDOT District 7, was awarded a Federal Highway Administration Resilience and Durability to Extreme Weather grant to assess the tri-county surface transportation system. The project was officially kicked off on August 10th.

Each MPO is currently conducting their 2045 Transportation Plan (LRTP) update. New federal requirements state that LRTP updates must work on improving the resiliency and reliability of the transportation system and reducing or mitigating the storm water impacts of surface transportation. This pilot project will assist in meeting the new federal mandate as well as inform the LRTP updates for three MPOs and the regional LRTP.

Future updates will be provided on the project. Additional project information can be found on the MPO website:  http://www.planhillsborough.org/resilient-tampa-bay-transportation/

EXECUTIVE DIRECTOR’S REPORT

In Ms. Alden’s absence, Mr. Rich Clarendon, Assistant Executive Director, provided the Executive Director’s report. The Tampa Bay Transportation Management Area Leadership Group will meet FDOT’s District 7 Office on Friday, September 7th.

Mr. Clarendon provided a brief update on the It’s Time Tampa Bay interactive survey. The survey was launched at the end of July and has received over 5,600 responses from people in Pasco, Pinellas, and Hillsborough Counties.

Following the Executive Director’s Report, Commissioner Murman mentioned that she received several calls from constituents about the flyers that went out in the TRIM notices for It’s Time Tampa Bay. She is concerned about giving away free tickets if a person completes the survey. She requested the County Attorney confirm and report back on the legality of the giveaway. In the future, she would like for items of this nature to be vetted to the Board before it goes out to the public.

OLD & NEW BUSINESS

The next Board meeting will be held on Tuesday, October 2nd on the 26th floor of the County Center with a presentation on the Smart Cities project and Integrated Corridor Management.

In lieu of a November meeting, the meeting will be held on October 30th. There will be a presentation on the Brightline Rail Project to connect to Orlando.

Mr. Lopano reported that he had an opportunity to ride on a Brightline train from Miami to Ft. Lauderdale and suggested that board members try it out.

Commissioner Kemp stated that two months ago she made a motion to have a presentation on the Market Study and the information has not been presented. She would like to see the presentation on the agenda for next month’s meeting.
ADJOURNMENT

A quorum was maintained for the duration of the meeting. There being no further business, the meeting adjourned at 10:39 a.m.
Conclusive Evidence: How the Media Fails Bicyclists

By Angie Schmitt  Sep 28, 2018  17

Media coverage of cycling deaths consistently suggests that the deaths are acceptable and the victims were at fault, a new study shows.

University of South Florida researchers Julie Bond and Erin Sheffels used a scientific technique called "critical discourse analysis" in their review of 189 news reports of 94 bicycling deaths in Hillsborough County, Florida, between 2009 and 2018 — and discovered substantial bias.

The articles, Sheffels said, "reflect an assumption that responsibility for safety lies on the bicyclist."

Here are some patterns they identified:

Lack of agency for the motorist

Reporters had a habit of distancing the driver from the death. In 111 cases, the accounts referred to the "truck," "car" or "vehicle" as the actor in the collision.

For example, one account read:

[The cyclist] was standing on the corner of Waters Avenue and Florida Mining Boulevard at 2:14 p.m., when a Mack truck made a sharp right turn and hit [the cyclist], deputies said.

In many cases, driver's name did not appear in the story at all.

"In almost all the articles motorist agency was eliminated from the story," Sheffels said Thursday in a webinar explaining the findings.

Sentence constructions were also subtly biased. The reporters often used passive construction to avoid singling out blame: "A bicyclist was hit by a car," rather than "John Doe stuck the bicyclist with his car." Other studies have shown that...
passive language has a major impact on the way people assign blame in other situations, such as how jury members review sexual assault cases.

**Framing the deaths as unconnected**

Media accounts tended to treat each death as isolated, rather than part of a larger pattern with an identifiable set of causes. Hillsborough County is one of the most dangerous areas in the country for cyclists. But many reports offered no wider framework to understand the deaths, Bond and Sheffels found.

Of the 189 account analyzed, 133 treated the cycling deaths as an isolated event, unconnected from any wider public concerns. “Episodic” coverage — they called it — creates the impressing that cycling deaths are “normal,” and to be accepted, rather than part of a wider epidemic.

In addition, these accounts typically reflected “an assumption that responsibility for safety lies on the bicyclist.” This “narrative functioned to remove blame from the motorist,” said Sheffels.

Roughly 30 percent of the stories did connect the death to wider concerns like infrastructure or motorist or cyclist education. News coverage was much more likely to be “thematic,” the study found, in hit-and-run deaths, because then the crash was seen as a crime.

**Socioeconomic status and marginalization**

Cyclists were implicitly blamed for their own deaths in a majority of the media coverage. But Bond and Sheffels found that the socioeconomic status of the cyclist affected how likely they were implicitly blamed.

When the victim was poor — most Hillsborough County cycling deaths were in low-income neighborhoods — he or she was more likely to be characterized as being at fault.

Status wasn’t always apparent, but news reports often carried clues by referring to where a victim lived or his or her profession. Other “identity markers” included attire, gender, age, socioeconomic status.

“All of those traits can stigmatize bicyclists,” Sheffels said.

In cases where the victim had more social capital, coverage tended to be more sensitive, for example, offering accounts from family members.

Media accounts that blame cyclists for their own deaths are a national problem. When 22-year-old Sylvia Bingham was killed by a truck driver in Cleveland in 2009, the Cleveland Plain Dealer noted that "she was not wearing a helmet at the time of the accident," even though a doctor said it would not have made a difference.

Often, the media bias stems from insensitive initial information given to the press by police. In New York City, for example, Citi Bike rider Dan Hanegby was blamed by a police spokesperson for "swerving" into traffic before he was hit by a tour bus in 2017. Video footage of the crash released much later showed that Hanegby never veered from his path.

Police even blame cyclists in non-fatal incidents, suggesting that drivers have hegemony over the roads. Many reports show how the media and local officials conspire to create a “fear of cyclists” that is not supported by any statistical evidence.

A similar study earlier this year by MacEwan University Professor Heather Magusin, studying media coverage of pedestrian deaths in Canada, identified
similar patterns of blame.

Filed Under: Bicycling, Florida, Promoted