SAFE STREETS NOW
VISIONZERO
ONE TRAFFIC DEATH IS TOO MANY
Request came from citizen advocates
Does Vision Zero Make Sense for Hillsborough?

**Traffic Deaths per 100,000 Residents**

- **US**: 10.1
- **Florida**: 12.5
- **Hillsborough**: 12.7

33 ADDITIONAL people die, each year

- LaMour Welch, 29
- Ernest Kelly, 12
- Eugene Fischer, 65
- Emily Lopez, 17
Why would anyone do this?
During the past year, were there times when your household did not have enough food?

What if getting to the grocery store means crossing Busch Blvd? With bags? And kids?

What if the closest crosswalk is ¼ mile away?
Would you run across the road to catch a bus?

What if the next bus doesn’t come for 30 or 60 minutes, and you’ll be fired if you get to work late?
Busch Blvd & 40th St

- Tourists
- USF students
- Stores & employers
- Popular bus route
- Adjacent transit-oriented neighborhoods
- Nine lanes to cross on Busch at this intersection
- Posted speed limits: 45 mph
- Distance to next signal-protected crosswalk: .6 mi
Lessons Learned from VISION ZERO Communities

- Storytelling is central
- ZERO is the right number
- Victim blaming is not helpful
- Needs to be a Data-driven approach
- Traffic violence is a public health crisis
- Reducing speeds is critical

VISION ZERO IN OTHER U.S. CITIES: OVERVIEW
Formed a Vision Zero Coalition

...and growing
Vision Zero adds to work already underway

- Complete Streets
- Intersection Lighting
- Ped Facility Program
- Trails Program

Collins Street complete street

Platt Street, City of Tampa

Leading Pedestrian Interval (Bearss Ave & 22nd St)
Hillsborough Dashboard
MAP-21 Performance Targets

bridges
- \( \geq 50\% \) NHS bridges in good condition by deck area
- \( \leq 10\% \) NHS bridges in poor condition by deck area

transit assets
- \( \leq 22\% \) rolling stock (buses & vans) meeting or exceeding useful life benchmark
- \( \leq 81\% \) equipment (support vehicles) meeting or exceeding useful life benchmark
- 0% rail fixed guideway track with performance restrictions
- \( \leq 10\% \) passenger & parking facilities rated below 3 on term scale

safety
- \( \leq 188 \) fatalities on a 5-yr rolling average (2015-2019)
- \( \leq 1,354 \) serious injuries on a 5-yr rolling average (2015-2019)
- \( \leq 229 \) fatalities & serious injuries on a 5-yr rolling average (2015-2019)
- \( \leq 1.33 \) fatalities per 100M VMT on a 5-yr rolling average (2015-2019)
- \( \leq 9.55 \) serious injuries per 100M VMT on a 5-yr rolling average (2015-2019)

travel time reliability
- \( \geq 75\% \) interstate NHS network with a level of travel time reliability < 1.50
- \( \geq 50\% \) non-interstate NHS network with a level of travel time reliability < 1.50
- \( \leq 2.00 \) truck travel time reliability index score
Vision Zero Action Plan

• Future is not like the past

• Consistent & Fair

• Paint Saves Lives

• One message, many voices
THE FUTURE WILL NOT BE LIKE THE PAST

Goal 1: Update polices, standards and procedures to foster a culture of safety in planning and design of the transportation system.

Goal 2: Create a safe multimodal transportation system through good design, lighting, and connected facilities.
Future is Not Like the Past

Sulphur Springs K-8 Community School awarded Safe Routes to School grant

Westshore Transportation Action Plan includes sidewalks, crosswalks, speed humps and a transit hub
Vision Zero participated in Walk-Bike Tampa Mayoral Forum

What Safety Improvements Could be Funded with Surtax Revenue?

- 450 miles of *Complete Streets* treatments, covering all priority corridors and some other high-crash corridors
- 600 miles of new standard streetlights, including operational costs for 20 years
- 300 sidewalk miles, for continuous coverage on *at least* one side of all major roads

County Surtax, General Purpose Funds

- **Congestion** 26%
- **Safety** 27%
- **Network (Bike/Ped)** 12%
- **Remainder** 15%
- **Maintenance & Vulnerability** 20%
High crash corridors

Vision Zero Action Plan
Severe Crash Corridor Profiles (2012-2016)
Key Crash Findings

- During 2012 to 2016, a total of 28 severe crashes occurred on Lynn Turner Rd, of which one (1) crash resulted in a fatality and 27 resulted in incapacitating injuries.
- Compared to countywide severe crash averages, severe crashes along Lynn Turner Rd were more likely to occur during daylight hours; involve left turns; involve rear-end collisions; and involve either failure to yield or aggressive driving/speeding as causes.
  - 29% of severe crashes involved left turns, compared to 21% countywide.
  - 29% of severe crashes involved rear-end collisions, compared to 23% countywide.
  - 25% of severe crashes were coded by law enforcement as involving failure to yield right-of-way as a cause, compared to 18% countywide.
  - 46% of severe crashes were coded by law enforcement as involving aggressive driving and/or speeding as a cause, compared to 41% countywide.
Goal 1: Leverage capabilities and existing resources of Community Traffic Safety Team as a community law enforcement partnership.

Goal 2: Establish Vision Zero “Consistent & Fair” Corridor Program.
The FDOT has given Tampa Police Department and Hillsborough County Sheriff’s Office $50,000 each toward speed enforcement along Busch, Fowler, and Hillsborough Avenues.

Hillsborough MPO Board approved a motion to commission a Comprehensive Safety Audit Addressing Speed Management on the Severe Crash Corridors.
Consistent & Fair
Goal 1: Raise driver awareness of people walking and biking by using high-visibility markings on the transportation network

Goal 2: Implement low-cost treatments to improve the safety of the roadway, particularly for vulnerable users
Paint Saves Lives

Start LPI

5 seconds later

End LPI
Paint Saves Lives

Before

After
Goal 1: Increase awareness of Vision Zero to influence safe behaviors on our roadways.

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.
One Message, Many Voices
Now what?

- Track performance
- Limitations under a government agency
- Form a non-profit?
- Partner with an existing non-profit?
Tracking Progress

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
Form an Executive Board

• Speakers
• Heroes
• Events
• Heartache
Quarterly Meetings

✓ August 28, 2018
✓ November 29, 2018
✓ February 28, 2019
• June 6, 2019