MANAGING SPEED on Hillsborough’s High Injury Network

Stakeholder Meeting
October 15, 2019

Presented by:
Gena Torres
Paula Flores
Welcome & Introduction
Update on Prioritization Progress
Community Event - Candidate Corridor
Community Event - Process & Roles
Next Steps
GOAL

• Improve public health and safety by reducing road fatalities and serious injuries.

DESIRED OUTCOMES

• *Improved safety experience* for all road users - pedestrians, bicyclists, and motorists.
• *Increase awareness* of the dangers of speeding.
• *Institutionalize good practices* in road design, traffic operations, engagement, enforcement and safety.
• Identify *supportive policies, programs and infrastructure* improvements to meet safety goal.
• Obtain *cooperation and support* of stakeholders.
SPEED MANAGEMENT ACTION PLAN - Study Scope

- Stakeholder Involvement
- Speed Management Practices
- Corridor Prioritization
- Corridor Community Engagement
- Speed Management Action Plan
TASK 3 - CORRIDOR PRIORITIZATION

- Evaluate Top 20 HIN Corridors
- Develop Metrics for Prioritization
  - Severity
  - Equity
  - Pedestrian Crashes
  - Proximity to Schools
  - Ease of Implementation
HIN Crash Statistics (2014-2018)

- Total crashes - Increased by 13%
- Fatalities - Decreased by 4%
- Serious Injuries - Decreased by 30%
- Motorcycle crashes - Decreased by 10%
- Pedestrian Crashes - Increased by 10%
  - Pedestrian Fatalities - Increased by 41%
  - Serious Injuries - Reduced by 22%
- Bicycle Crashes - Reduced by 5%
  - -20%-30% Bicycle Fatalities/SI

Hillsborough County CDMS data
Crash data website: gpi.ninja/hillsborough/
HIN Crash Statistics (2014-2018)

Frequency by Age - <35 years old - 67% of Fatal crashes

Posted Speeds - 40MPH+ - 92% of Fatal crashes

Non-Intersection: 59% of Fatal crashes

Aggressive Driving/Speeding Related Factors: 71% of Fatal crashes
  • Erratic Reckless, Aggravated maneuvers, ran off road, exceeding speed limit, ran red light, careless or negligent

Lighting: 53% of Fatal crashes occurred on “Dark-Lighted” streets

Time of Day: 83% of Fatal crashes occur Non-Peak

# of travel Lanes: 59% of Fatal crashes occur on >4 travel lanes

Vehicle Type: Fatal crashes involved - 43% cars, 24% SUV, 14% Motorcycles

Crash data website: gpi.ninja/hillsborough/
SPEED MATTERS MOST
SPEED LIMIT REDUCTION RESULTS

Seattle
- 40% in crashes
- 30% in injury crashes

NYC
- 14% in crashes
- 49% in pedestrian crashes
- 42% in bicyclist crashes

Mexico City
- 18% in crashes

Boston
- 30% in speeds over 35 MPH

Other Cities
- Portland, OR
- Cambridge, MA
- Albuquerque, NM
- Nashville, TN
Prioritization Factors:

- Posted speed vs. context Class
- Regional equity (low income, Commissioner districts)
- Crash history
- Proximity to schools
- Ped/bike injuries
- Absence of lighting
- Ped/Bike level of stress
- Planned projects in Work Program / CIP
- Low hanging fruit - ease of implementation
- Transit service route
- Geometric features (volumes, lanes, intersection spacing)

(Ranked by order of most mentioned in breakout groups)
### Example Assessment - Posted Speed & Context Class

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Road Classification</th>
<th>Context Classification</th>
<th>ITE/CNU Class Speed Range*</th>
<th>Posted Speed (MPH)</th>
<th>Conflict Range (MPH)</th>
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</thead>
<tbody>
<tr>
<td>Brandon Blvd from Falkenburg Rd to Dover Rd</td>
<td>Principal Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>45,50, 55</td>
<td>10-20</td>
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<td>Gibsonsont Dr/Boyette Rd from I-75 to Balm Riverview Rd</td>
<td>Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
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<td>10</td>
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<td>Hillsborough Ave from Longboat Blvd to Florida Ave</td>
<td>Principal Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>45, 50</td>
<td>10-15</td>
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<td>Fletcher Ave from Armenia Ave to 50th St</td>
<td>Principal Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>35, 40, 45</td>
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<td>Dale Mabry from Hillsborough Ave to Bearss Ave</td>
<td>Principal Arterial</td>
<td>C3-C4 (30-45)</td>
<td>25-35 Max</td>
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<td>Lynn Turner from Gunn Hwy to Ehrlich Rd</td>
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Sponsored by: FHWA Office of Infrastructure, Office of Planning, Environment and Realty, & Office of Sustainable Communities, US Environmental Protection Agency

**Overall**

- 70% are 5-10MPH over National Practice
- 15% are 15-20MPH over National Practice
Communities of Concern

Which measure more than one standard deviation above the county’s median in two or more characteristics: low income, disability, youth, elderly, limited English proficiency, minorities and carless households.

- Overlaid HIN corridors
- Estimated distance of frontage of each COC category on the corridor
- Assigned a point system for each COC category on the corridor
- Developed a Risk Performance Level - the higher the deviations, the higher the points, the higher the risk.
Example Assessment - Transit Service Routes

- Overlaid HIN corridors
- Identified how many service routes traverse the corridor
- Identified how many routes cross the corridor
- Identified if a transfer center or park and ride lot exists
- Identified what key destinations (grocery, health care, schools, etc.) exist with transit access
- Assigned a point system for each category
- Developed a Risk Performance Level - the higher the services provided, the higher the points, the higher the risk.
<table>
<thead>
<tr>
<th>Corridor and Extent</th>
<th>Crash Severity / Mile</th>
<th>Ped/Bike Crash Rate/Mile</th>
<th>Access/Transit/Roadside/Bus/Median</th>
<th>Equity C/C Coverage</th>
<th>Posted Speed</th>
<th>Conflict</th>
<th>Class Conflict</th>
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**Priority Scoring**
- **High**
- **Medium**
- **Low**

**Performance Level**
- **High**
- **Medium**
- **Low**
Welcome & Introduction

Update on Prioritization Progress

Community Event - Candidate Corridor

Community Event - Process & Roles

Next Steps

Image Source: Tampa Bay Online
TASK 4 - CORRIDOR COMMUNITY ENGAGEMENT

- Community Event
- Select corridor
- Evaluate corridor needs - Baseline
- Identify and Install treatments & strategies
EXAMPLE - Sheldon Road
- Hillsborough to Waters Ave (2014-2018)

- High Priority Corridor
- Over 15 Severe crashes per mile
- Total Crashes - Increased by 18%
- Fatalities - Increased by 13%
- Serious Injuries - Decreased by 32%
- Motorcycle crashes - More Fatal
- Pedestrian crashes - Increased by 4%
- Bicycle crashes - Decreased by 25%

Crash data website: gpi.ninja/hillsborough/
EXAMPLE - Sheldon Road - Hillsborough to Waters Ave (2014-2018)

Frequency by Age - <35 years old - 50% of Fatal crashes

Non-Intersection: 33% of Fatal crashes
T-Intersection: 44% of Fatal Crashes

Aggressive Driving/Speeding Related Factors: 72% of Fatal crashes

- Erratic Reckless, Aggravated maneuvers, ran off road, exceeded speed limit, ran red light, careless or negligent, drove too fast

Lighting: 44% of Fatal crashes occurred at night

Time of Day: 78% of Fatal crashes occur Non-Peak

Vehicle Type: Fatal crashes involved - 62% cars, 13% SUV, 25% Motorcycles

Crash data website: gpi.ninja/hillsborough/
It’s your turn... What are your thoughts?

What speed management Pop-Up techniques could be considered on similar corridors?
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Update on Prioritization Progress
Community Event - Candidate Corridor
Community Event - Process & Roles
Next Steps
Community Event - Process

- Meet with local community leaders
- Set date early February
- Who to invite? Send invitations
- Prepare demonstration materials
Community Event - Stakeholder Roles

- Outreach
- Logistics
- Materials
- Set up
- Safety
• Work with County and State - Candidate Corridor
• Task 4 Community Event - February
• Initiate - Task 5 Speed Management Action Plan
THANK YOU!