MANAGING SPEED on Hillsborough’s High Injury Network

Stakeholder Kick-Off Meeting
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SAFE STREETS NOW

VISION ZERO

ONE TRAFFIC DEATH IS TOO MANY
Formed a coalition to develop the Action Plan

...and growing
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
GOAL 1 – Future will not be like the past

Short-term action
• Enhance requirements in local land development codes

Mid-term actions
• Enhance requirements in technical manuals
• Revisit and update maintenance of traffic policies
• Provide professional training opportunities

Long-term action
• Develop context classifications and target speeds within Vision Zero corridors, consistent with FDOT Complete Streets guidelines.
Welcome & Introduction

Study Objectives

FDOT Speed Management - Pilot Projects

Examples & Best Practices

Stakeholder Input
• Florida - most dangerous state for pedestrians and bicyclists in recent history
• Nations Top 10 metro areas with highest pedestrian fatalities
  • Cape Coral
  • Palm Bay
  • Orlando
  • Jacksonville
  • Daytona Beach
  • Lakeland
  • Tampa/St. Petersburg
  • Sarasota/Bradenton
On average, a person is dying on Hillsborough streets every other day!
Traffic Deaths per 100,000 Residents

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

Traffic Deaths:
- LaMour Welch, 29
- Ernest Kelly, 12
- Eugene Fischer, 65
- Emily Lopez, 17

Safe Streets Now
Vision Zero
One Traffic Death is Too Many
For every 1 fatal crash...
8 incapacitating injury crashes occur.

Image Source: Tampa Bay Online
FATAL CRASHES

- 75% occur on roads with *posted speeds* +40 mph
- 75% of fatal & serious injury crashes occur on *one-third of our roads*
- 33% of fatal crashes involve *aggressive driving*
- Pedestrian crashes - one-third result in death or incapacitation
1/3 of roads account for 3/4 of severe crashes

TOP 20 CORRIDORS
- 63 miles of roadway
- Comprise 4% of our roads
- 19% severe crashes in five years
- 36% of crashes - Aggressive driving
- 15% of crashes - Ped/Bike crashes
“...incremental progress is no longer acceptable given the increasingly rapid advances in technology and the wealth of knowledge about how to prevent crashes... with the right policies, technologies, and strategy, we could prevent all roadway deaths”

USDOT, National Safety Council
MANAGING SPEED

- Speeding kills more than 10,000/year
- On par with drunk driving
- Doesn’t carry the same social consequences
- 30% of all fatal crashes nationwide
- Societal cost = $40 Billion annually
- **National problem, effective solutions must be applied locally**

Source: USDOT, NHTSA 2016 Traffic Safety Facts
SPEED TAKES THE BACK SEAT

- PEDESTRIAN FATALITY & SERIOUS INJURY RISK

- 18%  
- 50%  
- 77%

- 20 MPH  
- 30 MPH  
- 40 MPH

Source: FHWA Achieving Multimodal Networks
SPEED TAKES THE BACK SEAT

CONES OF VISION

Source: FHWA Achieving Multimodal Networks
SPEED MATTERS MOST

As traffic deaths soar, #VisionZero cities pursue lower speed limits & new road design. Learn why Portland leads the movement in our upcoming webinar: bit.ly/2yNeq0B

FOR A SAFER NYC

SPEED LIMIT 25

VISION ZERO
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
SPEED MANAGEMENT ACTION PLAN - Study Scope

- Stakeholder Involvement
- Speed Management Practices
- Corridor Prioritization
- Corridor Community Engagement
- Speed Management Action Plan
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.
Partners & Stakeholders

- Hillsborough County MPO
- Hillsborough County
- Hillsborough County School District
- City of Tampa
- City of Temple Terrace
- Plant City
- Law Enforcement
- FDOT
- HART
- THEA
- Florida Health Department

Task 1 - STAKEHOLDER ENGAGEMENT

Engagement Rules

- Be engaged
- Be respectful of others
- Be creative, innovative
- Be positive
- Be a problem solver
- Be a motivator for change
- Be a Safety Warrior!

... people are dying and we can make a difference!
TASK 2 - SPEED MANAGEMENT PRACTICES

- Existing Speed Management Practices
- Industry Best Practices
  - Statewide & National
TASK 3 - CORRIDOR PRIORITIZATION

- Evaluate Top 20 HIN Corridors
- Develop Metrics for Prioritization
  - Severity
  - Equity
  - Focus on Pedestrian Crashes
  - Proximity to Schools
  - Ease of Implementation
 TASK 4 - CORRIDOR COMMUNITY ENGAGEMENT

- Community Event
- Select corridor
- Evaluate corridor needs - Baseline
- Identify and Install treatments & strategies
Establish Enhanced Speed Management Practices

- In Conjunction with the Working Group
- Select Existing Speed Management Practices to Retain
- Select Statewide and National Best Practices to Adopt
- Generate Enhance Speed Management Practices
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Examples & Best Practices

Stakeholder Input

Image Source: Tampa Bay Online
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WHAT IS SPEED MANAGEMENT?

SPEED MANAGEMENT PLAN ATTRIBUTES:

• Data-driven - crash, roadway, user, landuse data

• Applying road design, traffic operations, & safety measures

• Setting “appropriate/rational/desirable/safe” speed limits

• Institutionalize good practices

• Supportive enforcement efforts

• Effective outreach & public engagement

• Cooperation by traffic safety stakeholders

Source: USDOT, SPEED MANAGEMENT PROGRAM PLAN, MAY 2014
WHAT IS SPEED MANAGEMENT?

Design - Speed Management Countermeasures

- Road Diet
- Speed Humps / Tables
- Roundabouts
- Raised / Refuge islands
- On-Street Parking
- Street Trees
- Narrow Lane widths
- Horizontal/Vertical Curvature
- Short Blocks/ Midblock Crossings
- Pavement markings and Signs
- Leading Pedestrian Intervals
- No Right On Red

Source: USDOT, SPEED MANAGEMENT PROGRAM
US METHOD OF SETTING SPEED LIMITS

Base speed predicated on:

- 85\textsuperscript{th} percentile speed
  - Based on collective judgement of majority of drivers
  - Posted limits usually set about 5mph lower
  - Method not supported by evidence

- USLIMITS2
  - Considers road, traffic, crash data, access, density, ped/bike activity
  - Median or 50\textsuperscript{th} percentile speed used to set speed limits

- Safe Systems Approach = TARGET SPEED
2017 National Traffic Safety Board Study

...leads to unintended consequences of higher operating speeds

and

...an undesirable cycle of speed escalation and reduced safety!
WHAT IS SPEED MANAGEMENT?

Intelligent Transportation Systems

- Driver feedback signs
- Install signals to maintain an orderly progression
- Time signals for target speed
- Rest in Red signals
- Excessive speeds trigger red signal indication
- Variable speed limits
WHAT IS SPEED MANAGEMENT?

SUPPORTIVE ENFORCEMENT TECHNIQUES

- Automated Speed Enforcement
- Automated Red Light Cameras
- Targeted enforcement on high crash corridors
- Higher fines on high crash corridors
- Radar and Laser Speed Monitoring
- Aerial enforcement
What do we focus on?

Share with your table potential metrics for prioritization of the corridors...

- What should be considered?
  - Pedestrian Crash Areas?
  - Proximity to schools?
  - Neighborhood demographics? Equity?
  - Severity of crashes?
  - Ease of implementation (low, medium, high cost?)

- Each table report back!
Other speed management techniques?

Share with your table other ideas...

- What is your agency doing?
- What else should be considered?
- Each table report back!
• Initiate and Complete Task 2 and 3
• Schedule Working Group Meeting #2
  ▪ Community Engagement Event
  ▪ Pop-up Event
THANK YOU!