TRACKING PROGRESS

Over two years ago, the MPO Board adopted the Vision Zero Action Plan in December 2017, establishing strategies to end severe crashes in Hillsborough County. This report highlights recent progress and accomplishments of the Vision Zero Coalition partner agencies. The updates highlighted in this report represent projects, programs, or other achievements that occurred during late 2019 and early 2020. The icons below are used throughout the report to note alignment with the Action Plan’s 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

While this report highlights notable achievements happening in Hillsborough County, it is not intended to be a comprehensive documentation of every achievement of every partner agency, but the most relevant to highlight currently.

The latest crash data available helps us see the full picture of crashes that happened in Hillsborough County during 2019 and compare to prior years. While many strides have been made to improve roadway safety in Hillsborough County, there was a 22 percent increase in fatalities over 2018. This reinforces the need to continue to emphasize Vision Zero efforts in Hillsborough County. The following pages highlight recent and upcoming projects to improve safety on our streets.
2019 HILLSBOROUGH COUNTY CRASH UPDATE

**Total Crashes**: 29,147
**Deaths**: 226
**Injuries**: 19,647
**Resulted from impaired driving crashes (alcohol & drugs)**: 23%

**DISTRIBUTION OF FATAL CRASHES:**

- **Motorcyclist**: 51 fatalities (23% of total fatalities)
- **Vehicle**: 104 fatalities (46% of total fatalities)
- **Pedestrian**: 59 fatalities (26% of total fatalities)
- **Bicyclist**: 12 fatalities (5% of total fatalities)

**Results:**
- **Total impaired driving crashes**: 23
- **Fatalities**: 18
- **Injuries**: 16

**HILLSBOROUGH COUNTY 2019 FATAL CRASHES**

Source: Florida Highway Safety & Motor Vehicles
FDOT UPDATES

BUSCH BLVD SAFETY IMPROVEMENTS HIGHLIGHTS
For the past few years, FDOT has been working on implementing safety projects on SR 580/Busch Blvd as it is one of its high-priority corridors. FDOT’s safety strategies touch on all four Vision Zero Action Tracks:

**PAINT SAVES LIVES**
- FDOT has recently completed the following projects, which will help to improve safety:
  - Resurfacing along West Busch Blvd included the addition of seven raised islands to provide pedestrian refuge for people crossing the street, and added four traffic separators to break the continuous two-way left turn lane
  - Speed feedback signs warn drivers when they are exceeding the posted speed
  - LED lighting upgrades provide better clarity at night
- High-Intensity Activated beacons (HAWKS) are planned to be installed at 12th St, Brooks St, Pawnee Ave, and Overlook Dr. These beacons help pedestrians to safely cross the road midblock (a protected intersection).

**ONE MESSAGE MANY VOICES**
- Bike Walk Tampa Bay, on behalf of FDOT, launched a marketing and education campaign along Busch Blvd in 2019 with in-person and online outreach and surveys.

**CONSISTENT & FAIR**
- FDOT worked with Hillsborough County Sheriff’s Dept to conduct High Visibility Enforcement (HVE) along Busch Blvd. HVE is an approach that combines high visibility enforcement with a publicity strategy to curb unlawful traffic behaviors.

**THE FUTURE WILL NOT BE LIKE THE PAST**
- FDOT is setting a target speed of 35 mph and implemented speed management strategies to achieve it (mentioned in Paint Saves Lives section)
- FDOT plans on filling sidewalk gaps for sidewalk continuity

**HIGHLAND AVE LANE ELIMINATION BEFORE & AFTER STATISTICS**
- Highland Ave south of Chelsea St, a mostly residential street in a walkable neighborhood in central Tampa, experienced 85th percentile speeds before the pilot project of 45 mph. The Highland Ave Speed Management Pilot Project reduced the road from three lanes to two, which is a proven speed management strategy, and the speed limit from 40 mph to 35 mph. The pilot has been successful in driving down speeds. After the pilot study, the 85th percentile speeds are now 39 mph, a decrease in 6 mph from the “before” speed study.

**W KENNEDY BLVD SIGNAL WARRANT ANALYSIS**
- Kennedy Blvd is lined with stores, restaurants, bus stops, and has walkable neighborhoods connected to it on every side. A few years ago, the MPO sponsored the Kennedy Blvd Multimodal Safety Study to look at making walking along and across this urban main street safer, and recommended adding protected crosswalks. Now FDOT is following up with data collection to see if full traffic signals are warranted at four locations. A signal at Rome Ave is currently under construction.

**56TH ST SPEED STUDY**
- FDOT has been looking into speed management strategies for 56th St, which runs through the heart of Temple Terrace’s business district. Many bicyclists and bus riders travel the corridor and it is used to connect surrounding residents to the USF campus. FDOT reduced the posted speed from 45 mph to 40 mph. They are now also reducing the posted speed to 40 mph south of Fowler Avenue on a trial basis.
HILLSBOROUGH COUNTY SAFETY UPDATES

Hillsborough County is working on safety improvements on corridors across the county:

SAFE ROUTES TO SCHOOL

- Development of three school safe walking route projects (Alexander Elementary School, Pierce Middle School, and Leto High School) are underway.
- Sidewalk projects under design for Balm Rd (Sumner High School), Fishhawk Blvd (Randall Middle School), and Boyette Rd (Stowers Elementary School/Barrington Middle School).
- Paseo Al Mar Blvd/Gate Dancer Rd intersection being converted to a 4-way stop sign controlled intersection and restriped with high visibility crosswalk markings on all approaches for the August 2020 opening of the new Belmont Elementary School.
- Three new school speed zones being established: Belmont Elementary, Sumner High School, and new charter school along 30th St in Ruskin.
- New marked crossing with Rectangular Rapid Flashing Beacons installed on Waterset Dr at Covington Stone Dr for walkers to and from Collins Elementary.

CORRIDOR SAFETY AND COMPLETE STREETS

- 50th St safety improvements complete, including lowering the speed limit and adding raised crosswalks.
- Bruce B. Downs Blvd: designing new 10 foot sidewalk on east side of road from USF Pine Dr to 131 St and re-stripping road for 7 foot buffered bike lanes from Fowler Ave to Fletcher Ave. Speed limit will be lowered from 45 to 40 mph between Fowler Ave to Bearss Ave.
- A safety study is underway for Bruce B. Downs Blvd from 138th St to Forest Lake Dr.
- Design underway to narrow travel lanes on Balm Rd and reduce the posted speed limit from 45 to 40 mph from US 301 to Clement Pride Blvd.
- 15th St from Fowler Ave to Fletcher Ave and streets near Harvest Hope Community Center under study for quick pedestrian safety projects.

SAFETY LIGHTING

- Bruce B. Downs Blvd from Fowler Ave to Bearss Ave implemented by TECO.
- Work orders issued by County to TECO:
  - Waters Ave from Sheldon Rd to Anderson Rd
  - Progress Blvd from Valleydale Dr to Gormto Lake Rd
  - Kinnan St connection at Pasco County Line
  - Parson Rd mid-block crossing at Brandon Hospital
  - Highview Rd and Wheeler Rd roundabout intersection
  - Kings Ave and Ronele Dr intersection

INTERSECTION PROJECTS

- Roundabouts under design or identified as preferred alternative:
  - Three intersections within the Van Dyke Rd widening project
  - New Riverview Regional Park Rd at Riverview Dr
  - Armenia Ave at Barclay Rd
  - Seffner Valrico Rd at Clay Ave
  - Durant Rd at Miller Rd
  - Durant Rd at Little Rd
  - Boyette Rd at Dorman Rd
  - Balm Rd at Boyette Rd (developer)
  - Symmes Rd at East Bay Rd
  - Mango Rd at Pruett Rd
  - Mango Rd at Old Hillsborough Ave
COUNTY & MPO UPDATES, CONT.

VISION ZERO EVENTS

- The MPO participated in the Safe Routes to School National Conference Nov 12-14, which brought school safety experts from all over the country to Tampa for its annual conference.

- This was followed by the Gulf Coast Safe Streets Summit, organized by the Hillsborough MPO. The Summit was held on Nov 14th and brought the region’s transportation agencies together to discuss roadway safety projects.

- To cap off the conference, the MPO held its annual Walk of Silence on Nov 15th to honor those who lost their lives on our roads. Twenty participants took to the streets of downtown to share street safety messages.

- MPO staff and the Vision Zero Coalition participated in the MLK Day Parade on Jan 20, 2020. They were joined by the African Students Association of USF and the Tampa Bay Lions Club for a total of 50 participants, who carried safe streets messages for spectators.

SHERIFF’S OFFICE WINS PRESTIGIOUS AWARDS

- The Hillsborough County Sheriff’s Office (HCSO) was awarded 2 prestigious statewide awards:

  - The HCSO School Crossing Guard Program was awarded the School Crossing Guard Program of the Year award, beating other programs across the entire state of Florida. FDOT stated that it is a model program that cultivates cooperation and teamwork across their agency.

  - Ellen Cipriani, a Crossing Guard for Riverview Elementary School, was awarded the Florida School Crossing Guard of the Year award from FDOT. She is well known in her community for always having a smile on her face while controlling her crossing.

Florida School Crossing Guard of the Year, Ellen Cipriani
Source: Fox 13 News

Participants at the MLK Day Parade
COUNTY & MPO UPDATES, CONT.

VISION ZERO CORRIDOR STUDIES

- Hillsborough County and the MPO are working together to develop safety strategies for these Vision Zero corridors:
  - Sheldon Rd from Hillsborough Ave to Waters Ave
  - Lynn Turner Rd from Gunn Hwy to Ehrlich Rd
  - Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview Rd
  - Bruce B Downs Blvd from Fowler to Bearss Ave
  - Fletcher Ave from Armenia Ave to 50th St
  - CR 579 / Mango Rd from MLK Blvd to U.S.92
  - 15th St from Fowler Ave to Fletcher Ave
  - 78th St from Causeway Blvd to Palm River Rd
  - Big Bend Rd from U.S. 41 to I-75

- It will take funding, coordination, and time for significant changes to occur on these corridors. The MPO is also beginning to look into additional corridors to focus safety efforts on.

SPEED MANAGEMENT STUDY

- The Hillsborough MPO has been leading a Speed Management Study to identify strategies for lowering speeds on high crash corridors. Through this study, the MPO Developed methodology to refresh the top corridors on which injuries and fatalities occur. Looking at crash data from Jan 2014 to Dec 2018, over 30 corridors were identified that now constitute the High Injury Network.

- Next steps for the project include conducting more in-depth studies of the corridors to identify specific speed management strategies to reduce the severity of crashes on these roads.

- The Top 30 High Injury Network Corridors are shown in the map below, with the Top 20 of these listed. These exclude the Top 20 Vision Zero Corridors.
  1. Bloomingdale Ave from US Hwy 301 to Lithia Pinecrest Rd
  2. US Hwy 41 from Gulf City Rd to Riverview Dr
  3. US Hwy 301 from 19th Ave to Bloomingdale Ave
  4. ML King Blvd from Dale Mabry Hwy to Parson Ave
  5. US Hwy 41 from Madison Ave to I-4
  6. Big Bend Rd from I-75 to Balm Riverview Rd
  7. Busch Blvd from Armenia Ave to 56th Street
  8. SR 674 from US Hwy 41 to CR 579
  9. I-75 from SR 60 to Fletcher Ave
  10. Hillsborough Ave from Florida Ave to Orient Rd
  11. Waters Ave from Sheldon Road to Dale Mabry Hwy
  12. Fowler Ave from I-275 to I-75
  13. US Hwy 301 from SR 674 to Lightfoot Rd
  14. I-75 from Big Bend Rd to US Hwy 301
  15. SR 60/Adamo Dr from Orient Rd to Falkenburg Rd
  16. Causeway Blvd from 78th St to Providence Rd
  17. Waters Ave from Dale Mabry Hwy to Nebraska Ave
  18. Progress Blvd from Falkenburg Rd to US Hwy 301
  19. Hillsborough Ave from Race Track Rd to Longboat Blvd
  20. Memorial Hwy from Hillsborough Ave to Veterans Expwy

High Injury Network
CITY OF TAMPA UPDATES

VISION ZERO COMMITMENT
- On Nov 14, during the National Safe Routes to Schools Conference held in Tampa Mayor Jane Castor held a press conference to announce the City’s commitment to Vision Zero. The city will be developing an Action Plan to eliminate fatalities and severe injuries.

CROSSWALKS TO CLASSROOMS
- Tampa Mayor Jane Castor unveiled her Crosswalks to Classrooms initiative on November 14, 2019 by showcasing the City’s first artistic painted crosswalk at Rampello K-8 Downtown Partnership Magnet School in downtown Tampa. The Crosswalks to Classrooms initiative emphasizes the safety of one of the most vulnerable groups, school children. The second crosswalk was unveiled at Carter Woodson Pre K-8 in February 2020.

SEPARATED BIKE LANE PILOT PROGRAM
- Creating safe and comfortable trails and bicycle lanes that connect Tampa’s neighborhoods is a key part of Mayor Jane Castor’s Transforming Tampa’s Tomorrow (T3) initiative. Over the next year and beyond, the City of Tampa will begin pilot testing new innovative products and application methods for separated bike lanes under a series of pilot projects. The first separated bike lane with flexible delineators (plastic flex posts placed in the buffer zone between the bike lane and vehicle lane) was recently installed on Azeele Street near the SoHo Publix (pictured below). This location was chosen to discourage drivers from parking in the bike lane. Other locations that are currently being studied for protected bike lanes with flexible delineators include:
  - Bayshore Boulevard
  - Cass Street/Green Spine (North Hyde Park)
  - Floribraska Avenue (Tampa Heights and V.M. Ybor)
  - Florida Ave., Tampa St., and Brorein St. (Downtown)
  - Beneficial Drive Bridge (Harbour Island)
CITY UPDATES, CONT.

Motorcycle Safety Class

- To address the high number of traffic deaths that occur on motorcycles, the Tampa Police Department is starting a motorcycle safety class. Officer Roy Paz with Tampa Police Departments said the agency started the civilian motorcycle course to mitigate injuries and fatalities related to motorcycles. Participants do not have to live in the city of Tampa to participate.

Floribraska Ave Complete Street Project

- The City of Tampa is working on the Floribraska Ave Complete Street project to reduce crashes. The plan is to reconfigure the existing 4-lane undivided roadway to two, 10-foot travel lanes separated by a two-way left turn center lane plus an on-road bidirectional cycle track, with a raised separator on the southern side of the road. The proposed improvements also include raised pedestrian refuge islands within the median at crosswalks.

Small Cities Update

Temple Terrace Curb

- The City of Temple Terrace Engineering staff have piloted an innovative way to address pedestrian safety with the introduction of THE TEMPLE TERRACE CURB. The City has proposed a pilot solution to retrofit Miami curbs, which are a concrete gutter that channels the water into a storm drain/curb inlet. The proposed solution is a vertical curb (a header curb or an FDOT Type D curb) which a driver would bump into before driving up onto the sidewalk and hitting a pedestrian. It effectively is...