- Vision Zero
- Speed Management
- Corridor Studies
- Leadership Summit
SAFE STREETS NOW
VISION ZERO
ONE TRAFFIC DEATH IS TOO MANY
On average a person dies every other day.
Great work underway, but deaths still increasing

- Complete Streets
- Intersection Lighting
- Midblock xings
- Trails Program

Platt Street, City of Tampa

Leading Pedestrian Interval (Bearss Ave & 22nd St)
Lessons from VISION ZERO Communities

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

Traffic violence is a public health crisis. It is crucial to reduce speeds and focus on storytelling to prevent accidents and fatalities. The data-driven approach is essential to address the crisis effectively.
Diverse coalition needed for diverse approaches

...and growing
Not the usual long-range process, we focused on low cost, quick solutions

- Consistent & Fair
- Paint Saves Lives
- One message, many voices
- Future is not like the past
Consistent & Fair
Paint Saves Lives

Start LPI

5 seconds later

End LPI
Intersection Murals
Intersection Murals
Future is Not Like the Past

Fletcher Avenue, Hillsborough County
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
• 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 MANAGEMENT ACTION PLAN
Why NOT Look at Managing Speed?

- PEDESTRIAN FATALITY & SERIOUS INJURY RISK

18%  50%  77%

- 20 MPH  30 MPH  40 MPH

CONES OF VISION

Source: FHWA Achieving Multimodal Networks
“...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”
SPEED MANAGEMENT ACTION PLAN

Corridor Prioritization

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

- 67% of fatalities were < 35 years old
- 53% occurred on "Dark-Lighted" streets
- 92% involved speeds > 40 mph
- 83% occurred during non-peak hours
- 59% were non-intersections
- 71% involved aggressive driving/speeding

Aggressive Driving/Speeding:
- Erratic, reckless, aggravation maneuvers, ran off road, exceeded speed limit, ran red light, careless or negligent
Prioritization Factors

- Posted speed vs. context Class
- Regional equity (low income, Commissioner districts)
- Crash history
- Proximity to schools
- Ped/bike injuries
- Transit service route
- Geometric features (volumes, lanes, intersection spacing)
<table>
<thead>
<tr>
<th>Corridor</th>
<th>Road Classification</th>
<th>Context Classification</th>
<th>ITE/CNU Class Speed Range</th>
<th>ITE/CNU Class Speed Range</th>
<th>Posted Speed (MPH)</th>
<th>Conflict Range (MPH)</th>
</tr>
</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, 60, 55</td>
<td></td>
<td>10-20</td>
</tr>
<tr>
<td>Gibsonton Dr/Boyette Rd from I-75 to Balm Riverview Rd</td>
<td>Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>45</td>
<td></td>
<td>10</td>
</tr>
<tr>
<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></td>
<td>10-15</td>
</tr>
<tr>
<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>
<td>45</td>
<td>5-10</td>
</tr>
<tr>
<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>
<td>45</td>
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<tr>
<td>Lynn Turner from Gunn Hwy to Ehrlich Rd</td>
<td>Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>45</td>
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<td>10</td>
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<tr>
<td>Meridian Ave from Channelside Dr to Twiggs St</td>
<td>Arterial</td>
<td>C6 (25-30)</td>
<td>25-30 Max</td>
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<tr>
<td>Bruce B Downs from Fowler Ave to Bearss Ave</td>
<td>Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>45</td>
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<td>10</td>
</tr>
<tr>
<td>50th/56th St from MLK Blvd to Hillsborough Ave</td>
<td>Principal Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
<td>45</td>
<td></td>
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<tr>
<td>15th St from Fowler Ave to Fletcher Ave</td>
<td>Collector</td>
<td>C4 (30-45)</td>
<td>25-35 Max</td>
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<tr>
<td>Big Bend Road from US41 to I75</td>
<td>Arterial</td>
<td>C3 (35-55)</td>
<td>25-35 Max</td>
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<td>US501 from I75 to Adamo Dr</td>
<td>Principal Arterial</td>
<td>C3 (35-55)</td>
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<td>Sheldon Rd from Hillsborough Ave to Water Ave</td>
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<td>C3 (35-55)</td>
<td>25-35 Max</td>
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<tr>
<td>I4 from I275 to 22nd St</td>
<td>Freeway</td>
<td>Urban (50-70)</td>
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<td>56th St from Sligh Ave to Busch Blvd</td>
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<td>C4 (30-45)</td>
<td>25-35 Max</td>
<td>35, 45</td>
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<tr>
<td>I275 from Howard Frankland Bridge to Busch Blvd</td>
<td>Freeway</td>
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<tr>
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<td>C4 (30-45)</td>
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<td>40, 45</td>
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<tr>
<td>78th St from Causeway Blvd to Palm River Rd</td>
<td>Arterial</td>
<td>C4 (30-45)</td>
<td>25-35 Max</td>
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<tr>
<td>CR679/Mango Rd from MLK Blvd to US92</td>
<td>Arterial</td>
<td>C4 (30-45)</td>
<td>25-35 Max</td>
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<td>Florida Ave from Waters Ave to Linebaugh Ave</td>
<td>Arterial</td>
<td>C4 (30-45)</td>
<td>25-35 Max</td>
<td>40, 45</td>
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**Overall**
- 70% are 5-10MPH over National Practice
- 15% are 15-20MPH over National Practice
## Corridor and Extent

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Extent</th>
<th>Crash Severity / Mile</th>
<th>Ped/Bike Crash Rate / Mile</th>
<th>Schools / Mile</th>
<th>Equity/CoC Coverage</th>
<th>Post Speed</th>
<th>Conflict</th>
<th>Transit Routes</th>
<th>High Volumes</th>
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<tbody>
<tr>
<td>Brandon Blvd</td>
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<td>I-75 to Balm Riverview Rd</td>
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<td>CR 579/Mango Rd</td>
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<tr>
<td>Florida Ave</td>
<td>Waters Ave to Linebaugh Ave</td>
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</tbody>
</table>

### Priority Scoring
- **High**
- **Medium**
- **Low**

### Performance Level
- **High**
- **Medium**
- **Low**
SAFE TRAVEL FOR ALL

SAFE STREETS  SAFE SPEEDS  SAFE VEHICLES  SAFE PEOPLE
## Aggressive Driving Crash Countermeasures

<table>
<thead>
<tr>
<th>Countermeasure</th>
<th>Area Type</th>
<th>Location Type</th>
<th>Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban (C4,C5,C6)</td>
<td>Suburban (C3)</td>
<td>Rural (C1-C2)</td>
</tr>
<tr>
<td>Safe People Walking or Bicycling:</td>
<td></td>
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<tr>
<td>Pedestrian Crossing - High Visibility</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Raised Pedestrian Crossing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sidewalks Required on both sides</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sidewalks (8 foot min standard)</td>
<td>✓</td>
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<tr>
<td>Sidewalk Seperation (from travel lanes)</td>
<td>✓</td>
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<tr>
<td>Mid-Block Pedestrian Crossing/Short Blocks</td>
<td>✓</td>
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<tr>
<td>Refuge Islands (raised/painted)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Painted Intersections / Crosswalks</td>
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<tr>
<td>Protected Intersections</td>
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<tr>
<td>Bike Lanes (seperated)</td>
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<td>Bike Lanes (protected)</td>
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<tr>
<td>Shade Trees / Landscaping</td>
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<tr>
<td>ADA Curb Ramps</td>
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<tr>
<td>Expand Radius of Safe Routes to School</td>
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<tr>
<td>Work Zone Temporary Facilities</td>
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<tr>
<td>Create Shared / Slow Streets</td>
<td>✓</td>
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<tr>
<td>Re-evaluate Context Class</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Re-evaluate Target Speed Limit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
SPEED MANAGEMENT ACTION PLAN
Actions and Implementation Strategy
Actions and Implementation Strategy - Speed Setting

Action 1 - Regional Context Classification
Action 2 - Evaluate All Projects
Action 3 - Initiate a HC safety task force to engage on speed limit setting, improve consistency of outcomes, and restore credibility of speed limits.
Actions and Implementation Strategy - Engineering & Operations

Action 1 - Develop preliminary recommendations for Top50 High Injury Network corridors.

Action 2 - Update Design Manuals and Design Standards for roadway construction, operations and maintenance.

Action 3 - Incorporate design flexibility to reflect national best practices.

Action 4 - Establish Local Street Design Guidelines

Action 5 - Traffic Operations Recommendations

Action 6 - Professional Development and Training

Action 7 - Fund Improvements to Achieve Speed Management Goals

Action 8 - Collaborate with law enforcement, firefighting and other emergency response professionals.
Actions and Implementation Strategy - Education

Action 1 - Educate Public and Elected Officials
Action 2 - Encourage Adoption of Speed Management Policy
Action 3 - Develop Education / PSA Messages
Actions and Implementation Strategy - Policy / Legislation

Action 1 - Support Changes to Laws and Regulations as necessary to ensure people are protected to the greatest extent possible.

Action 2 - Set a firm Vision Zero crash reduction Goal.

Action 3 - Develop an inter-agency speed and safety review process to assess land use and transportation plans, designs, and implemented projects.

Action 4 - Review and update Land Use Policies to ensure walkable, safe, and healthy communities.

Action 1 - Develop evaluation metrics and timeframes for plan updates.

✓ Establish quarterly updates of the Speed Management Action Plan.
✓ Establish post-project evaluation measures with qualitative and quantitative approaches, including:
  ✓ Quantitative measures: speed reduction, crash reduction, serious injury/fatality reduction, impact on travel time, and number of corridors (proactive and reactive) addressed.
✓ Qualitative measures: user observations, surveys
$500,000 flagged in County Budget for the MPO to identify low-cost improvements on 8 of the 20 worst roads

15th Street
The outcome of the public outreach points to feasible countermeasures:

- Speed Limit Reduction
- Wider Bike Lanes/Narrow Traffic Lanes
- Green Bike Lanes in Conflict Zones
- Pedestrian / Street Lighting
- Transit Stop Enhancements (lighting, shade)
- High Visibility Crossings
- Median refuge
- Curb Radius Reduction
- Signal retiming
- Speed feedback signs
We have many accomplishments...but more work to do

2018 & 2019
BY THE NUMBERS

4 WALKS OF SILENCE TO HONOR THOSE WHO LOST THEIR LIVES

7 INTERSECTIONS

MORE THAN 50 PEDESTRIAN CROSSING IMPROVEMENTS

MORE THAN 40 COMMUNITY OUTREACH EVENTS AND PRESENTATIONS

OVER 100 INTERSECTION LIGHTING IMPROVEMENTS

OVER 50 LEADING PEDESTRIAN INTERVALS TO GIVE PEDESTRIANS MORE TIME TO CROSS AT TRAFFIC SIGNALS

OVER A DOZEN COMPLETE STREETS PROJECTS

NEARLY 500K SOCIAL MEDIA ENGAGEMENT

MORE THAN 140 NEW CROSSING GUARDIAN HIRED

6 VISION ZERO QUARTERLY REPORTS

10 GULF COAST SAFE STREETS SUMMITS

OVER 700 FACEBOOK FOLLOWERS

2018-2019 COUNTYWIDE CRASH SUMMARY

- 59,188 VEHICLES
- 39,917 INJURIES
- 403 DEATHS

- 82% IF INJURED
- 46% IF INJURED AND WORE A SEATBELT
- 82% IF INJURED
- 28% IF INJURED
- 6% IF INJURED
• **Land Use & Design** – Since safe communities don’t happen by accident, how do we avoid making decisions now that require costly fixes later?

• **High Visibility Enforcement** – Working together, how can we make the best use of law enforcement resources to deter the most dangerous traffic behaviors?

• **Public Messaging** – Acknowledging the human tendency to be skeptical of change, how do we engage residents and businesses in becoming champions for safe streets?
Questions?

Thank you for your attention!