Does Vision Zero Make Sense Here?

![Traffic Deaths per 100,000 Residents](chart)

US: 12.1, Florida: 12.5, Hillsborough: 12.7

**Additional people die, each year:**
- **33 people**

**Eugene Fischer, 65**
**Ernest Kelly, 12**
**LaMour Welch, 29**
**Emily Lopez, 17**

Dang tourists! Or is it the retirees?

**Actually ...**
- Though tourism is part of Hillsborough economy, traffic patterns are more commuter-focused
  - Not a beach community, theme park or resort area
- Average age similar to the national average
- Percent native-born also similar
- Percent employed also similar

What does the data tell us about our county?

For every 1 fatal crash, 8 incapacitating injury crashes. Altogether ~1500/year.
- 75% of fatal crashes occur on roads with [posted speeds 40 mph+](https://www.tampabay.com/news/publicsafety/accidents/car‐bus‐crash‐kills‐one/441282), whether they involve pedestrians, cyclists, or are strictly vehicular.
- 75% of fatal & incapacitating injury crashes occur on only one-third of our roads.
- 33% of fatal crashes involve [aggressive driving](https://www.tampabay.com/news/publicsafety/accidents/car‐bus‐crash‐kills‐one/441282) (it’s 42% of fatal vehicular crashes.)
- 24% of fatal crashes involve [lack of lighting](https://www.tampabay.com/news/publicsafety/accidents/car‐bus‐crash‐kills‐one/441282) (it’s 39% of fatal pedestrian crashes.)
- Pedestrian crashes that include injuries are more severe: one-third result in death or incapacitation. We average more than one pedestrian injury crash every day.
- In the US, motor vehicle crashes are the leading cause of death for young people <35 yrs.

Posted speeds 40+ mph: three-quarters of fatal crashes

**East Tampa, 45mph posted: Busch Boulevard**
6-lane divided -- 15 fatalities & 110 serious injuries, 5 yrs
Why would anyone do this?

What if getting to the grocery store means crossing Busch Blvd? With bags? And kids?
What if the closest crosswalk is ¼ mile away?

An example …

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

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?

One-third of roads account for three-quarters of severe crashes

Top 20 corridors
- 63 miles of roadway
- (only 4% of our roads)
- 1030 severe crashes in five years
- (not fender benders)

VISIONZERO Communities (as of June, 2016)

VISION ZERO IN OTHER U.S. CITIES: OVERVIEW
Lessons from 2016 VISION ZERO Cities Conference

VISION ZERO is a national movement. ZERO is the right number. We get what we build for Traffic violence is a public health crisis. Storytelling is central.

Reducing speeds is critical and possible. Implementation & enforcement must be equitable. Data isn’t a one-way street. Not just about individual drivers. Ensure everyone has a voice.

Vision Zero Resolutions

Vision Zero adds to work already underway

Collins Street complete street

Leading Pedestrian Interval (Bearss Ave & 22nd St)

Vision Zero Workshop 1

Paint Saves Lives Pop-up street design interventions

One Message, Many Voices communications and engagement

Consistent & Fair Enforcement

The Future Will Not Be Like the Past roadway design standards and culture change.

Zero is the Right Number

- Debbie Hersman, the president and CEO of the National Safety Council, “That’s the goal. We’ve done this with aviation—there have been several years with zero deaths in commercial aviation—and a lot of people thought that was impossible.”

- “Railroad crossings are in nearly every city and town across America,” said (former) U.S. Transportation Secretary Anthony Foxx. “Federal Railroad Administration’s new website is an important tool to help us achieve our goal of zero deaths at crossings and along tracks.”

- In Oct. 2016, Federal Highway agreed “Our vision is simple – zero fatalities on our roads,” said U.S. Transportation Secretary Anthony Foxx.”

The Vision Zero Coalition

...and growing
**Vision Zero Workshop 2**

- On-Street Audit
- Action Track Teams – Refine Action Plan

**Vision Zero Workshop 3**

- Paint temporary green bike lane
- Draft Action Plan – prioritize strategies

**Vision Zero Workshop 4**

- Engage with victims of traffic violence
- Approve Final Action Plan

**Paint Saves Lives**

**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.

**WHAT'S BEEN DONE...**

- Safety improvements during resurfacing projects
- Bullard bridge bike lane
- Painted mural
- Leading Pedestrian Intervals to signalized intersections

**WHAT'S NEXT...**

- Crosswalk markings where missing or in poor condition
- High school art contest to design traffic box wraps
- Narrow or reduce vehicular travel lanes
- Neighborhood groups to hold events around pop-up treatments
CONSISTENT & FAIR

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.

WHAT’S BEEN DONE...

- Discussed with law enforcement & CTST a realistic, sustainable approach
- Street audit of Hillsborough Avenue
- Identified & mapped top 20 severe crash corridors

WHAT’S NEXT...

- Community approach to enforcement
- Media Plan enforcement events
- Designation of Vision Zero corridors
- Signing strategy
- Targeted enforcement at locations most affected by fatal and serious injury crashes

Vision Zero Corridor Engagement & Community Organizing (Spring 2018)

- 56th Street (Sligh to Busch)
- 15th Street (Fowler to Fletcher)
- Culture Change
- Corridor Coalitions
- One half-day Event

THE FUTURE WILL NOT BE LIKE THE PAST

Goal 1: Update policies, 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.

WHAT’S BEEN DONE

- Identify severe crash corridors
  - All modes
  - People walking or biking
  - Aggressive driving
  - Dark, no lighting conditions
- Review FDOT Complete Streets Policy, Handbook & Design Manual
- Multimodal safety improvements:
  - Fletcher Avenue Complete Street
  - Cass Street cycle track
  - Platt Street / Cleveland Avenue
  - Tampa Riverwalk
  - Selmon Greenway

Fletcher Avenue, Hillsborough County
WHAT’S NEXT…

- LED lighting
- Complete streets
- Target speeds
- Enhance Land Development Codes
- Update Maintenance of Traffic policies
- Professional training
- Roundabouts
- Safe access to high activity bus stops

ONE MESSAGE, MANY VOICES

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.

WHAT’S BEEN DONE…

- Facebook page created
- Twitter #visionzero813
- Recruited community leaders
- Published articles
- Day of Remembrance for Trauma Victims
- Ride of Silence in May
- Walk of Silence in October
- Victims of traffic violence video

October 6, 2017 at 7am

Vision Zero Speakers Bureau
January 31 & February 8 (additional dates as needed)

- Editable slides with notes
- Audience expectations
- Handouts
- Calendar of Requested Presentations
WHAT YOU CAN DO

• Share the message of Vision Zero with family, friends, & colleagues
• Schedule a Vision Zero presentation
• Distribute the Action Plan & Let Their Voices be Heard Video
• Follow our Facebook page
• Visit the Vision Zero webpage:
  • Sign the Vision Zero Pledge
  • Share Your Story
  • Sponsor a future painted intersection or outreach material production

Contact Information

Visit the Vision Zero Hillsborough Webpage
http://www.planhillsborough.org/vision-zero/

Follow us on Facebook!
Vision Zero Hillsborough