



## Hillsborough MPO Metropolitan Planning for Transportation

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Beth Alden, AICP  
Executive Director

## Special Meeting of the Policy Committee Vision Zero Workshop

Tuesday, January 31, 2017, 9:00 AM

***Please join us at 8:30am for a coffee social & open house!***

### **I. Call to Order**

### **II. Welcome and Introductions (Beth Alden, MPO Director)**

### **III. Overview of the Workshop Agenda (Gena Torres, MPO Staff)**

### **IV. On-Street Audits & Focus Group Discussions, Session 1**

- A. "One message, many voices" – walking audit of Paula Dr to Hanley Rd
- B. "The future will not be like the past" – walking audit of Ambassador Dr to Hillsborough Ave
- C. "Paint saves lives" – develop and refine Vision Zero Action Plan, room A
- D. "Consistent and fair" – develop and refine Vision Zero Action Plan, room B

### **V. On-Street Audits & Focus Group Discussions, Session 2**

- A. "Paint saves lives" – walking audit of Paula Dr to Hanley Rd
- B. "Consistent and fair" – walking audit of Ambassador Dr to Hillsborough Ave
- C. "One message, many voices" – develop and refine Vision Zero Action Plan, room A
- D. "Paint saves lives" – develop and refine Vision Zero Action Plan, room B

### **VI. Reconvene Vision Zero Coalition at 10:40**

- A. Observations & Action Plan Development (Break-out group spokespeople)
- B. Next Steps (Gena Torres, MPO Staff)

### **VII. Adjourn**

### **VIII. Addendum**

- A. [Workshop 2 Flyer](#)
- B. [Workshop 1 Summary](#)
- C. [Vision Zero#813 Overview](#)



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Walk a block in our shoes.



*Want to make a difference?*

This is your opportunity to join the Vision Zero Coalition for our second of four workshops to develop the #VisionZero813 Action Plan. Walk side by side with county commissioners, city councilmen, law enforcement officials, business leaders, and executive directors as we take a first-hand look at traffic hazards and find ways to make concrete changes for safety.

*When and where to join in!*

**Tuesday, January 31, 2017**

**8:30a** *Coffee social*

**9:00a - 11:00a** *Walking audits & focus groups*

**Town 'N Country Library**

7606 Paula Drive, Tampa

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### Vision Zero Action Plan

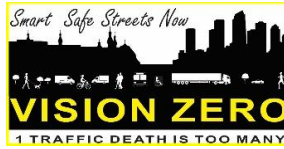
The MPO's Policy Committee has organized a community effort in developing a Vision Zero Action Plan for Tampa, Temple Terrace, Plant City and unincorporated Hillsborough.



*Please join us in reducing our traffic deaths to Zero!*



One traffic death is too many.



# WORKSHOP 1 SUMMARY

## General Overview

The first Vision Zero workshop was held during the MPO Policy Committee October meeting on October 25, 2017 at the Ragan Park Community Center. Around 50 people attended the meeting, representing various organizations, businesses, and government agencies. Committee Chair, Councilwoman Lisa Montelione kicked off the workshop by welcoming the attendees and introducing Richard Retting from Sam Schwartz Engineering. Mr. Retting provided a presentation that gave a refresher on what Vision Zero is, why Hillsborough County is doing it now, and the details of the action planning process currently being undertaken. Following the presentation, the Coalition broke out into four breakout groups, which continue to meet at future Coalition meetings. The breakout groups were determined based on the conversation held during the June MPO Policy Committee meeting that included a roundtable discussion of Vision Zero. The Action Tracks include the following four groups, and summaries of their breakout discussions are provided on the following pages:

- 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

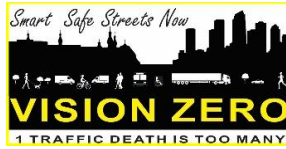
The second Vision Zero Coalition workshop will be held January 31 at the Town N' Country Library, from 9-11 AM. At this workshop, the Coalition will continue to move action steps forward for each of the Action Tracks. The Consistent & Fair group will be holding a walkability audit on Hillsborough Ave.

## Paint Saves Lives Breakout

### ***Action Track Members:***

- Jennifer Bartlett, Tindale Oliver and Associates
- Tabatha Carlton, POND
- Chris Speese, FDOT
- Ken Sides, Sam Schwartz Engineering
- Jessi Smith, 83 Degrees
- Justin Willits, Tindale Oliver and Associates
- Danielle Joyce, Greenman-Pedersen
- Mike Williams, Hillsborough County Public Works





- Bob Campbell, Hillsborough County Public Works
- Chris Brimo, Calvin, Giordano & Associates

### Summary:

The group discussed 39 images depicting examples of roadway treatments implemented elsewhere. Some examples went well beyond just pavement markings:

Before



After

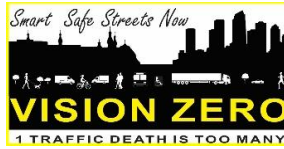


The examples that were limited to mainly pavement markings ranged from whole-intersection treatments to just crosswalk treatments:



The high-visibility crosswalk on the right above had appeal as a potential starting point for *Paint Saves Lives* implementation because:

- It provides a high-visibility cue to motorists that there is a crosswalk ahead where pedestrians may be present. The wider the crosswalk, the greater distant from which motorists can notice it.



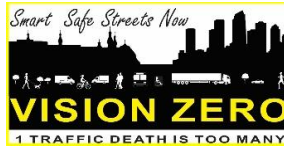
- It could be applied at any intersection, from a minor intersection near a school to major arterial intersections, or to or mid-block hot-spots. Unlike paver bricks or real clay bricks, the thermoplastic material is silent when vehicles drive over it and suitable for locations sensitive to roadway noise, such as residential districts or places with adjacent activities such as sidewalk dining.
- It can be used in conjunction with signage, other pavement treatments, HAWK signals, or RRFBs (Rectangular Rapid Flashing Beacons) such as those along Fletcher Avenue.
- The thermoplastic material is well understood and used for pavement marking throughout Florida (in the color white).
- The bright yellow safety color of the “bricks” is a familiar color already associated with highway safety and with the deep black glossy black “grout” provides much higher contrast than duller crosswalk treatments, such as red brick or red brick pavers.
- There are already installed examples in the Bay area (Clearwater), it’s relatively uncomplicated to install and there are vendors in the area available to perform the installation.

***The group identified the following candidate locations for a Paint Safes Lives treatment during Workshop 3:***

- Big Bend
- Busch Blvd. and 50<sup>th</sup> St.
- Fowler Ave. and 56<sup>th</sup> St. in Temple Terrace: the turn lanes leading into Chick-Fil-A and Publix
- Tampa Street and Columbus Drive
- Platt Street or Cleveland Ave. for planters to create a barrier between the bicycle lanes and vehicle lanes
- Cass St. cycle track for green paint at intersections
- Ashley Dr/Tampa St/Florida Ave

***Potential Partners***

- Florida DOT
- Hillsborough County
- Hillsborough School Board
- HART
- City of Tampa
- Adjacent property establishments, especially pedestrian attractors or generators



## **Next Steps**

- Homework for the next workshop:
  - Obtain current investment levels from jurisdictions for the next workshop.
  - Ask the group members to bring success stories to the next workshop, such as photographs of pop-up treatments.
- At the next workshop:
  - Determine which candidate location(s) to propose implementing a *Paint Saves Lives* treatment.
  - Determine which *Paint Saves Lives* treatment(s) to propose at the candidate location(s).

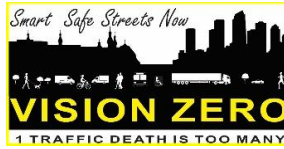
## **One Message, Many Voices Breakout**

### ***Action Track Members:***

- Rebecca Layton, St. Joseph's Children's Hospital, Safe Kids Greater Tampa
- Kevin O'Hare, Walk/Bike Tampa, student
- Erin Scheffels, Bike/Walk Tampa Bay
- Ben Montgomery, Bike/Walk Tampa Bay
- Allison Nguyen, Florida Department of Health – Hillsborough
- Laura Cantwell, AARP Florida
- Amber Dickerson Wheeler, Hillsborough Public Schools
- Barbara Kennedy Gibson, Community member

### ***Storytelling and Sharing the Message***

- Using the Vision Zero website to share stories, but need to actively tweet/share these messages through different avenues
- Develop a page (perhaps on the Vision Zero website) that shows the photos of everyone killed on our roads over the last year "Vision Zero impacts everyone"
- Create a memorial for victims of traffic fatalities that is continually added to as more people become victims of vehicle violence
- Gathering and utilizing the right data points – what is the average # of people who die on our roads each year? Turn this into a visually powerful infographic
- Utilize variable message boards with very direct messages for drivers
- Erin Scheffels' (USF/CUTR) study on discourse around bicyclists. Could be helpful with our messaging
- Drivers licensing – opportunity for educating on Vision Zero



- Involving public transportation in the process – getting more people to use transit to decrease number of drivers on the road. Identify different organizations’ positions on public transit

## Audiences, Medium, and Message

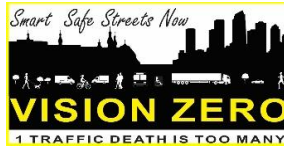
- Focus appropriate messages to appropriate audience and use appropriate medium. *The table below will continue to be updated by the Action Track team*
- Hold a focus group with different demographics – what medium and message stick with you?

Audience	Medium	Message	Outreach Partner
Drivers	Bumper stickers, radio ads	Keep them direct “Don’t hit the car in front of you”	AAA
Bicyclists	Bicycle advocacy groups; bicycle shops		Bicycle groups, shops
Pedestrians			
Geographic differences (city vs. county)			
Students	Social media, focus groups		UT, USF student government
Senior citizens	Newspaper ads and articles		
Victims’ families	Direct, sensitive outreach	“You are not alone”	Families for Safe Streets

## Engaging in Sensitive Outreach to Victims’ Families

- Reaching out to victim’s families – engage Families for Safe Streets. Create a local advocacy and support group for victims’ families
- Drivers can be victims too – crashes can be unintentional and not their fault
- Holding press conferences with victims’ families personalizes the message and are often the most effective at delivering the Vision Zero message





## ***Social Media***

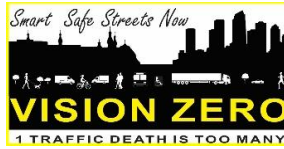
- Hashtag - #visionzero813
- Group highlighted the need for and usefulness of a Facebook page

## ***Outreach Partners***

- Create an asset map of traffic safety coalitions here – sharing resources and banding together to share the same message
- Using consistent messaging
- USF Public Health class – Rick Hartman
- School MPO Working Group – looking at data around schools
- FDOT Bike/Ped Coalition
- FDOT Safe Mobility for Life (have data and target specific areas – have notecards, hold health fairs)
- Churches – especially the churches that victims' families belong to
- Carla Lewis – City of Tampa
- MADD
- Families for Safe Streets
- NPR
- Public relations/advertising
- Other Vision Zero Coalitions from other cities – peer exchange group
- University of Tampa
- University of South Florida

## ***Next Steps for January Workshop***

- Find the numbers that jump out and will resonate with people
- Broaden the Coalition – include citizens, students, use City of Tampa outreach resources and lines of communication
- Identify the audiences to focus on and the appropriate messages and mediums for each
- Start a Facebook page
- Dramatic infographics that can be shared on social media
- Look into Families for Safe Streets to help include families of victims
- Recruit and advertising person to help with graphics



## Consistent and Fair Breakout

### ***Action Track Members:***

- Alan Hiu, Hillsborough County Sheriffs Office
- Amanda Douglas, Renaissance Planning
- Beth Alden, Hillsborough MPO
- Cal Hardie, City of Tampa
- Diana Diaz, University Area CDC
- Elizabeth Corwin, Walk Bike Tampa
- Gig Brown, Tampa Police Department
- Jonathan Forbes, Hillsborough MPO/ BPAC – Temple Terrace
- Richard Retting, Sam Schwartz Engineering

### ***Enforcement***

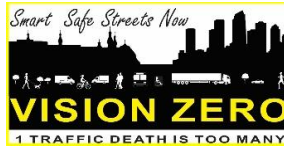
- Rewarding good bicycle and pedestrian behavior has a bigger impact than writing citations for bad behavior (i.e. Handing out gift cards on Walk to School Day)
- Seat belt enforcement for motorists should be prioritized – roughly 45% reduction in fatalities if a seatbelt is used
  - Nighttime drivers tend to use seatbelts less than daytime drivers
- Drivers who are distracted (i.e. talking on the phone, texting, using GPS, etc.) should be given warnings

### ***Environment***

- Make it difficult for motorists to speed – Incorporate traffic calming roadway designs – How do we make it easier for bicycles and pedestrians to interact with their environment?
- Road Safety Audits (RSAs) can identify problem corridors/intersections – allows local to provide input for issues they are seeing daily
- It was noted that yellow traffic light times seem very short in Florida – there are guidelines for yellow time but no mandates

### ***Safety Messaging***

- Five percent of roads in Hillsborough County account for 40% of pedestrian crashes and these are mostly State Roads (i.e. Bearss, Fletcher, Fowler, Waters, Hillsborough Ave, Kennedy, Gandy, Nebraska Ave, Florida Ave, Armenia, SR 60, Busch Blvd, MLK Jr. Blvd)
- Red light cameras – controversial to public but proven effective – need the right message to public
- Health Impact Assessments (HIAs) can be a good way to note the additional benefits of bicycle and pedestrian improvements in an area



- Factor personal behaviors into safety messaging (i.e. not always something wrong with bike/ped environment – students being dropped off in undesignated areas near schools)
- Quick vs. Slow Reactions to bicycle and pedestrian incidents
  - Quick – i.e. Letting the public know a new crosswalk is going in at a location to ease concerns
  - Slow – Actual time to construct projects (crosswalks, rapid flashing beacons)

### ***Coordination Amongst Bike/Ped/Motorist Safety Groups***

- Note that there are many safety programs but they oftentimes do not overlap or coordinate with one another
- Different groups may be eligible for different funds so it is important to work together (i.e. Safe Routes to School Program Law Enforcement vs. Engineering funds)

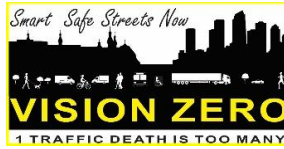
### ***Next Steps for January Workshop***

- Identify the specific limits along Nebraska Avenue for the Road Safety Audit
  - Broaden partners – include Hillsborough County School District, local businesses along corridor, goods movement groups (i.e. Truckers), motorist's groups (i.e. AAA), minority group representative (i.e. NAACP), East Tampa Neighborhood Association

## **The Future Will Not Be Like the Past Breakout**

### ***Action Track Members:***

- Mathew Weaver, FDOT District 7 Safety Office
- Arizona Jenkins, MPO Committee Member
- Chris Weber, Westshore Alliance
- John Patrick, Hillsborough County Transportation Planning and Development
- William Porth, City of Tampa Transportation and Stormwater
- Melissa Zornitta, The Planning Commission
- Christine Acosta, Bike Walk Tampa
- Scott Anderson, Heidt and Associates
- Roberta Meade-Curry, City of Tampa
- Brandon Berry, Hillsborough MPO intern
- Frank Kalpakis, Renaissance Planning
- Rich Clarendon, Hillsborough MPO



## ***Design Strategies and Opportunities***

- Implement transportation design strategies that are supportive of the existing and future land use and community context. Communicate a guiding vision for a corridor that would help to define supportive design strategies.
- Design facilities that are comfortable and are intuitive (or feel “natural”) for users. Educate people on how to use facilities.
- Coordinate among planning, public works, and maintenance departments to leverage opportunities to implement “quick-fix” design, pavement marking or operational strategies that could be integrated into maintenance and other improvement projects. [Share with Paint Saves Lives Action Track]
- “Rails with/to trails” provides an opportunity to expand bicycle trail networks with minimal vehicular conflicts.
- Design strategies should consider modal and network connections (e.g. sidewalks and bike facilities to transit).
- Review national examples to identify successful, innovative design strategies, and apply these concepts locally. The following local and national examples of effective roadway design strategies were mentioned:

### *Local Examples of Effective Roadway Design Strategies*

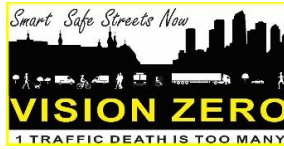
- Platt Street – buffered bicycle lane, reduced roadway widths
- Cleveland Street – parking on one side, bicycle facility on the other

### *National Examples of Effective Roadway Design Strategies*

- Atlanta Beltway
- Indianapolis Cycle Track

## ***Challenges and Obstacles to Design Strategies and Practices***

- Community perceptions that integrating multimodal investments within a roadway corridor reduce capacity. We need to tell the story through performance data to better communicate how design strategies and multimodal investments achieve safety, mobility and accessibility objectives. Educate motorists of the “cost” of traffic calming strategies in terms of delay vs. safety (reduced crashes).
- Data-driven solutions are needed.
- The attitudes about safety and traffic calming strategies may differ for people living in urban vs. suburban and rural areas based on their lifestyles and available travel options.
- Retrofitting the street is often difficult to do given rights-of-way and physical constraints
- Bicycle and pedestrian infrastructure improvements are sometimes not implemented to connect with a larger system resulting in disconnected bicycle and pedestrian networks.



With limited available funds, we need to be more strategic in defining and implementing priority bicycle and pedestrian improvement strategies.

- Land development codes are dated and need to provide more incentive to create better connected bicycle and pedestrian facilities. The development community should be engaged to participate in potential code enhancements; developers won't object to higher design standards if applied consistently.
- Are there opportunities to provide flexibility in the land development code concerning pedestrian facilities? Are there reasonable policy exceptions that can be defined?
- Developers who want to be innovative and do great things are often challenged.
- The planning and engineering community needs to be stronger in adhering to requirements for multimodal provisions.
- Communicating and educating developers of code provisions is needed. Clear and consistent rules are needed.
- Decision makers should consider the ramifications of site variations to the connectivity and accessibility of the walking and cycling infrastructure.
- Federal policies need to be better integrated into local codes and policies.
- We need to change the culture of how planners and engineers approach the meaningful integration of bicycle and pedestrian safety into transportation improvement projects. "The way we've always done it needs to change".

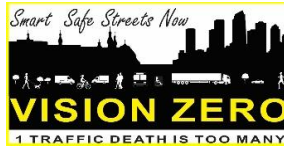
### ***FDOT Initiatives to Address Safety and Improved Design Concepts***

- Florida Plans Preparation Manual is being refined to include context-based design considerations and complete streets concepts
  - Who defines the context? Based on what?
- Lane Elimination Committee has been established
- Action plans are being developed for certain locations
- Actions to improve the ease of acquiring funding are being evaluated

### ***Potential Partners***

- ADA advocates
- American Association of Retired People (AARP)
- Tampa Electric Company (TECO)
- Parent Teacher Associations (PTA)
- School Board
- After school programs
- Municipal Parks and Recreation Departments
- National Association for Industrial and Office Parks (NAIOP)
- Illuminating Engineering Society (IES)





- Urban Land Institute (ULI)
- Development community

### ***Homework for January Workshop***

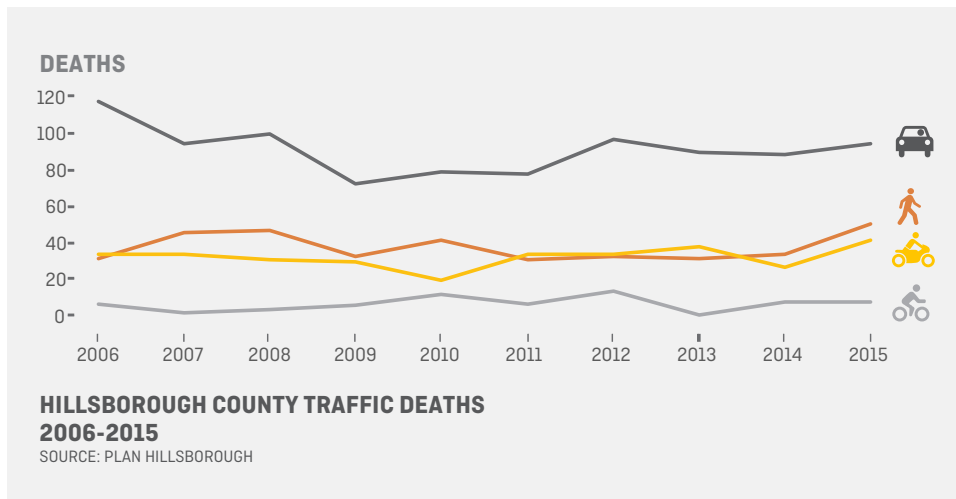
Each action track member should answer the following questions in preparation of our January workshop:

- How can we overcome the key challenges?
- What can your organization do?
- What tasks should be included in the Action Plan?
- Who or what entities should assume leadership or supporting role?
- Are there other good design practices that should be highlighted?

## WE HAVE A CRISIS IN HILLSBOROUGH COUNTY.

No loss of life is acceptable. Between 2005 and 2016, there were 2,100 traffic-related deaths and 93,262 traffic-related injuries in Hillsborough County. Each one of these resulted in untold pain and suffering for the victims and their families. Moreover, every one of these was preventable.

Hillsborough County has the dubious distinction of being one of the highest traffic injury and death locations in the US. Pedestrians and bicyclists are particularly vulnerable. In 2015 there were 52 pedestrian traffic deaths and eight bicyclist traffic deaths in Hillsborough County. This is not surprising given the relationship between speed and pedestrian fatalities. Add in distracted driving, inadequate street lighting, and other contributing factors and we have a recipe for crashes.



### VISION ZERO.

No more traffic-related deaths.  
No more pedestrians killed trying to cross the street.  
No more bicyclists and motorcyclists hit by unaware drivers.  
Safe streets for everyone.

IT'S AMBITIOUS. IT'S OUR MOTIVATION. IT'S OUR DRIVE.

### DEATH AND INJURY DUE TO SPEED



Source: U.S. Department of Transportation, Literature Reviewed on Vehicle Travel Speeds and Pedestrian Injuries, March 2000.

SAFE STREETS NOW

VISIONZERO





ONE TRAFFIC DEATH IS TOO MANY

## HILLSBOROUGH COUNTY IS DOING SOMETHING ABOUT IT.

We are joining an international movement called Vision Zero. Many U.S. cities have joined and adopted Vision Zero, including New York, Chicago, Washington DC, Seattle, Austin, San Diego, and now Tampa and Hillsborough County.

At the core of the movement is the belief that death and injury on city streets is preventable – that these aren't "accidents," but the result of poor behaviors combined with unforgiving roadway designs. Vision Zero attacks the problem with a systematic approach that includes targeted education, data-driven analysis, enforcement, and street designs that emphasize safety, predictability, and the need for countermeasures for human error.

The Hillsborough Metropolitan Planning Organization is taking the lead, with help from local partners including Florida DOT, the Cities of Tampa, Temple Terrace, and Plant City, law enforcement, schools, hospitals, and media, among others. The MPO is engaging committed citizens to bring Vision Zero to reality, with four "Action Track" working groups:

-  **"PAINT SAVES LIVES"**  
Identifying low-cost engineering strategies
-  **"ONE MESSAGE, MANY VOICES"**  
Educating and informing the public
-  **"CONSISTENT AND FAIR"**  
Focusing on community-oriented law enforcement
-  **"THE FUTURE WILL NOT BE LIKE THE PAST"**  
Implementing context sensitive design

## VISION ZERO.



ALL ROAD USERS.



ALL AGES.



ALL THE TIME.

## JOIN OUR CAUSE.

We need your help to get the word out, locate problem areas, identify solutions, and advocate for investments in traffic safety. Join us to make Vision Zero a reality. **Please check out our website, <http://www.planhillsborough.org/vision-zero/> and follow us on Facebook at Vision Zero Hillsborough to learn more.**

SAFE STREETS NOW

VISIONZERO 

ONE TRAFFIC DEATH IS TOO MANY