SAFE STREETS NOW

VISION ZERO

ONE TRAFFIC DEATH IS TOO MANY
Lessons from 2016 VISIONZERO 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
A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.
Why would an MPO try to lead a VZ program?

- To brag that we were the first?
- Because no one else would?
- Weaker city, stronger county?
- To strengthen existing partnerships and form new ones?
It started with citizens …


VISION ZERO IN HILLSBOROUGH COUNTY TODAY
Vision Zero Resolutions – 5 MPO Member Govts.

Section 1. That the City Council of the City of Tampa supports the goal of the Vision Zero initiative, which is the Swedish approach to define road safety summarized in one sentence, “No loss of life is acceptable”.

Section 2. That the City Council of the City of Tampa supports the development and implementation of a Vision Zero Action Plan for the City of Tampa, and urges the Mayor to engage City staff to consolidate and enhance their efforts in developing and establishing a Vision Zero Action Plan for the benefit of the citizens of the City of Tampa.

Section 3. That this resolution shall take effect immediately upon its adoption.


ATTEST: FRANK REDDICK
CHAIRMAN, TAMPA CITY COUNCIL

APPROVED AS TO FORM:
MARTIN SHELBY
CITY COUNCIL ATTORNEY

Section 2. The City Council of the City of Temple Terrace supports the efforts of the Florida Department of Transportation, Hillsborough County, City of Tampa, the Temple Terrace School Board, the Metropolitan Planning Organization, and Walk Bike Tampa in the promotion of pedestrian and bicycle safety throughout additional education and the study of the Vision Zero model.

Section 3. This Resolution shall be effective immediately upon its adoption.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPLE TERRACE, FLORIDA, the 18th day of October, 2016.

FRANK M. ALLISON
Chairman of the City Council
CITY OF TEMPLE TERRACE, FLORIDA

Section 1. That the School Board of Hillsborough County supports the goal of the Vision Zero initiative, to define road safety summarized in one sentence, “No loss of life is acceptable”.

Section 2. That the School Board of Hillsborough County supports for the development and implementation of a Vision Zero Action Plan for the City of Tampa, and urges the Mayor to engage City staff to develop and establish a Vision Zero Action Plan for the benefit of the students of the School District of Hillsborough County.

Section 3. That this resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE SCHOOL BOARD OF HILLSBOROUGH COUNTY, FLORIDA, ON DECEMBER 13, 2015.

SIGNED this 17th day of December 2015 by the School Board of Hillsborough County, Florida.
Coalition Organizing Workshop

• 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

“4 E’s”
“Consistent & Fair” – Law Enforcement Partners

- Discussed with law enforcement & CTST a realistic, sustainable approach
- Identified & mapped top 20 severe crash corridors
- Street audit of Hillsborough Avenue
- Signing strategy
“Paint Saves Lives” – Traffic Op’s Partners

- Safety improvements during resurfacing projects
- Bullard bridge bike lane
- Intersection murals
- Leading Pedestrian Intervals at signalized intersections

Start LPI

5 seconds later
“One Message, Many Voices” – Media Partners

- Story-telling
- Engage with victims of traffic violence

Be a Vision Zero hero!

Attention drivers, every passenger and person walking or cycling is someone’s loved one. Take the Vision Zero safety pledge:

- Stay calm
- Pay attention
- Slow down
- Travel sober

#VisionZero313 Zero traffic deaths. It’s the right number.

PlanHillsborough.org/vision-zero!
Grassroots partners
School District Partners

http://www.planhillsborough.org/high-school-student-safety-video-contest-winners/
Health Partners

What if getting to the grocery store means crossing Busch Blvd? With bags? And kids?

What if the closest crosswalk is ¼ mile away?

During the past year, were there times when your household did not have enough food?

- Yes: 34%
- No: 66%
Regional partners
The Vision Zero Coalition

...and growing
Now what?

• Limitations under a government agency

• Form a non-profit?

• Partner with an existing non-profit?
Form an Exec Committee
Contact Information

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

Follow us on Facebook!
Vision Zero Hillsborough

#VisionZero813

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