

SAFE STREETS NOW



VISIONZERO

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

Vision Zero Cities

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.



Updated
January 2018

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 ...



Tampa Bay Times

FLORIDA'S BEST NEWSPAPER

tampabay.com

SATURDAY, JANUARY 9, 2016

Hillsborough County traffic

Record fatal year: 51 pedestrians die

292,000 new jobs keep U.S. perkling

The hiring gains signal staying power, some analysts say.

Associated Press
WASHINGTON — The economy is motoring, a despite slowing global growth that caused upheaval in financial markets around the world this week.

Employers added a record 292,000 jobs last month, an unemployment rate stayed at 5 percent, the Labor Department said Friday. Job gains in the October-December quarter averaged 284,000, the best three-month stretch since last January.

The strong hiring undercuts the pessimism of some analysts who see the resilience of the United States at a time of global growth and financial turmoil. Healthy consumer spending, modest gains in home construction, and an uptick in government spending should set the stage for continued growth this year, economists said.

The report immediately sent a lot of the worries about the U.S. economy will be undone due to the latest global headwinds coming.

Market still faltering
The Dow Jones Industrial Average fell another 100 points, continuing the week's decline in the S&P 500. Analysts say the market is still in a state of uncertainty.



The 2015 deaths made Hillsborough County the most deadly place to walk in Tampa Bay.

PHOTO BY MICHAEL J. WINK
A pedestrian crosses E Hillsborough Avenue at

<http://www.tampabay.com/news/publicsafety/accidents/car-bus-crash-kills-one/441282>

VISION ZERO IN HILLSBOROUGH COUNTY TODAY



Vision Zero Resolutions – 5 MPO Member Govts.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF HILLSBOROUGH COUNTY, FLORIDA, THAT:

Section 1. The Board of County Commissioners adopts the goal of Vision Zero – that no loss of life is acceptable on our County roadways.

Section 2. The Board of County Commissioners expresses its support of the efforts of the Florida Department of Transportation, City of Tampa, the Hillsborough County School Board, the Metropolitan Planning Organization, and Walk Bike Tampa and the promotion of pedestrian and bicycle safety in Tampa and Hillsborough County through additional education and the study of the Vision Zero model.

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

STATE OF FLORIDA

COUNTY OF HILLSBOROUGH

I, Pat Frank, Clerk of the Circuit Court and Ex-Officio Clerk of the Board of County Commissioners of Hillsborough County, Florida, do hereby certify that the above and foregoing is a true and correct copy of a Resolution adopted by the Board at its regular meeting of January 6, 2016 as the same appears of record in Minute Book 476 Page N/A of the Public Records of Hillsborough County, Florida.

WITNESS my hand and official seal this 8th day of January, 2016.

PAT FRANK
CLERK OF THE CIRCUIT COURT



By: Marva Taylor
Deputy Clerk

Approved as to form
and legal sufficiency

Marva Taylor
Marva Taylor
Senior Assistant County Attorney

RESOLUTION NO.

CITY COMMISSION OF THE CITY OF PLANT CITY TO REDUCE PEDESTRIAN AND BICYCLE SAFETY THROUGH ADDITIONAL EDUCATION AND THE STUDY OF THE VISION ZERO MODEL.

and health of Plant City

City of Plant City aims to play within our city limits

City recognizes that no loss of life is acceptable on our roadways; and

Zero aims to achieve zero fatalities and zero or similar initiatives have been adopted by multiple U.S. European countries; and

Zero or similar initiatives have been adopted by multiple U.S. European countries; and

City Commission believes that educating the public about pedestrian and bicycle safety and everyone's collective responsibility will help reduce fatalities and serious injuries; and

WHEREAS, the City Commission desires to support the efforts of the Florida Department of Transportation, Hillsborough County, City of Tampa, City of Temple Terrace, the Hillsborough County School Board, the Metropolitan Planning Organization, and Walk Bike Tampa and the promotion of pedestrian and bicycle safety through additional education and the study of the Vision Zero model; now, therefore

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF PLANT CITY, FLORIDA:

Section 1. The City Commission supports the goal of Vision Zero – that no loss of life is acceptable on our roadways.

Section 2. The City Commission expresses its support of the efforts of the Florida Department of Transportation, Hillsborough County, City of Tampa, City of Temple Terrace, the Hillsborough County School Board, the Metropolitan Planning Organization, and Walk Bike Tampa and the promotion of pedestrian and bicycle safety through additional education and the study of the Vision Zero model.

Section 3. This resolution shall be effective immediately upon passage.

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 requests 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.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TAMPA, FLORIDA, ON DECEMBER 3, 2015.

ATTEST:

Shirley Fox-Knowles
SHIRLEY FOX-KNOWLES
CITY CLERK

Frank Reddick
FRANK REDDICK
CHAIRMAN, TAMPA CITY COUNCIL

APPROVED AS TO FORM:

Martin Shelby
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 Hillsborough County School Board, the Metropolitan Planning Organization, and Walk Bike Tampa and the promotion of pedestrian and bicycle safety in Hillsborough County through 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, this 18th day of October, 2016.



Attest:
Cheryl A. Mooney
Cheryl A. Mooney
City Clerk

Frank M. Chillura
Frank M. Chillura, Mayor
Chairman of the City Council
CITY OF TEMPLE TERRACE, FLORIDA

RESOLUTION

WHEREAS, the health and safety of Hillsborough County students is the School Board's priority; and

WHEREAS, the School District of Hillsborough County strives to protect the safety of thousands of young students walking to school and to bus stops; and

WHEREAS, children face a disproportionate risk of traffic injuries and fatalities; and

WHEREAS, people walking and bicycling represent a disproportionate number of fatalities, and in 2014 nearly half of the people who died in crashes in Tampa were pedestrians; and

WHEREAS, Vision Zero is the concept that there is no acceptable number of traffic deaths and serious injuries on our streets; and

WHEREAS, Vision Zero has been proven highly successful, based on the simple fact that we are all human and make mistakes, the road system needs to keep us moving, but it must also be designed to protect us at every turn; and

WHEREAS, since setting the Vision Zero initiative in motion in 1997, Sweden has experienced a 42% reduction in traffic fatalities. Similarly, Switzerland has seen a 41% drop, Germany a 45% drop, France a 48% drop, and Spain a 53% decline in fatalities; and

WHEREAS, cities across the United States, including New York, Boston, Seattle, Portland, San Francisco, San Jose, Los Angeles and San Diego are adopting Vision Zero policies and plans with the intent of eliminating fatal and serious crashes from their streets. In its first year of implementing Vision Zero, New York City has seen the lowest number of pedestrian fatalities since documentation began in 1910; and

WHEREAS, the U.S. Department of Transportation, through the Mayors' Challenge for Safer People, Safer Streets has challenged Mayors and local elected officials across the country to take significant action on improving the safety transportation networks for pedestrians and bicyclists of all ages and abilities; and

WHEREAS, the Tampa City Council adopted a Resolution supporting Vision Zero in December, 2015.

BE IT RESOLVED BY THE SCHOOL BOARD OF HILLSBOROUGH COUNTY, 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 expresses support 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 15, 2015.

SIGNED this 15th day of December 2015 by the School Board of Hillsborough County, Florida.

Coalition Organizing Workshop



Tampa Councilman
Harry Cohen



County Commissioner
Sandra Murman

- **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”

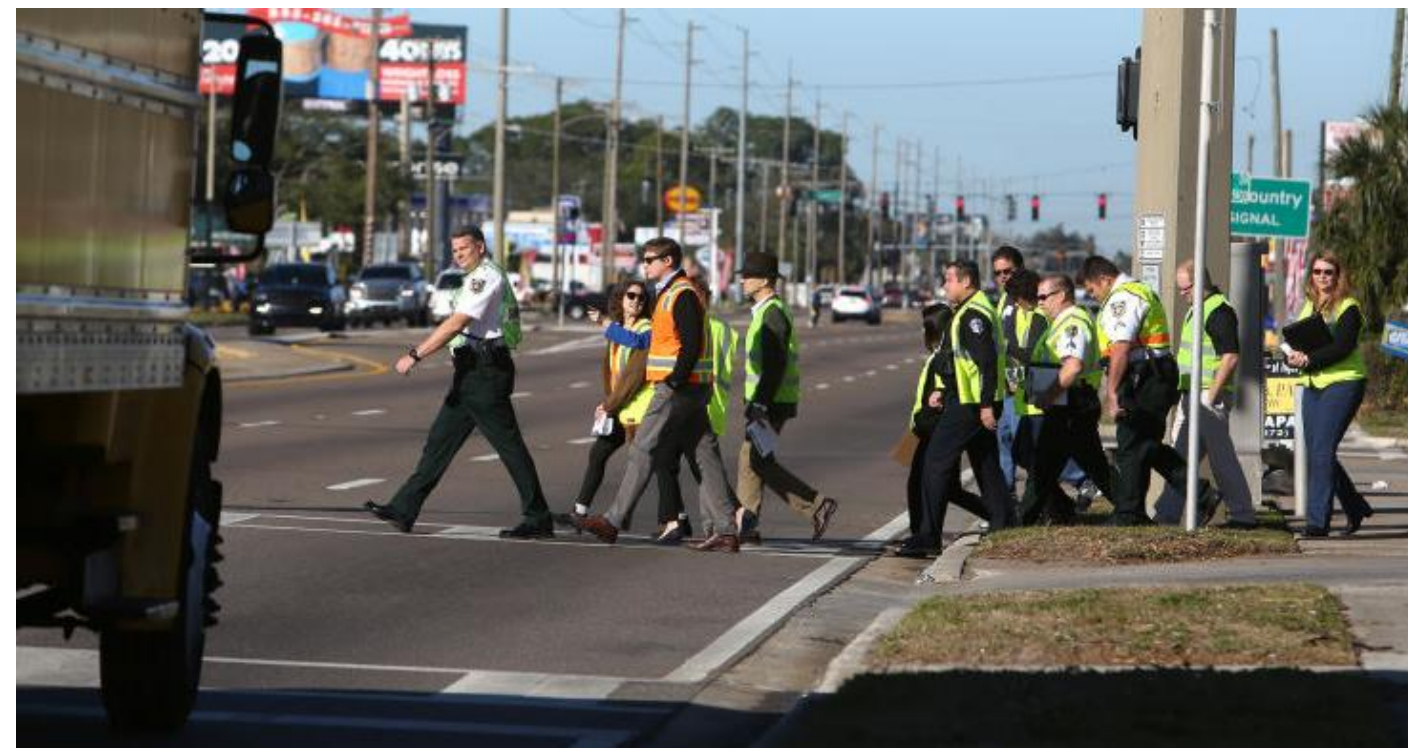


VISIONZERO

“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!

Remember 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

#VisionZERO813 Zero traffic deaths. It's the right number.

PlanHillsborough.org/vision-zero/



Plan Hillsborough

Search for Plans, Agendas, Board & Committee info, and more.

Vision Zero Action Plan

One Message, Many Voices

A Vision Zero pledge video makes a great first step for working with facilities and business operators to improve safety for a single user. Here in Hillsborough County, a "Vision Zero" goal resolution has been adopted by the Tampa City Council, Hillsborough County Commission, Temple Terrace City Council, Plant City Commission, and by the Board of Directors of Hillsborough County.

Vision Zero is an approach to road safety that began in Sweden and has been implemented in that country since 1997. At the core of the worldwide Vision Zero movement is the belief that death and injury on city streets is preventable – in other words, that these aren't "accidents," but the result of poor behavior combined with unforgiving roadway designs. Several U.S. cities have adopted Vision Zero, including New York, Chicago, Washington DC, Seattle, Austin, and San Diego.

The MPO Policy Council, along with many partners, set in the process of developing a Vision Zero Action Plan in 2016 and 2017.

Residents, businesspeople, health professionals, representatives of the media, law enforcement, schools, local governments, and others are invited to contribute to the steps needed to take traffic safety to the next level in our community.

COX MEDIA

It makes sense to use the video to help discuss the importance of Vision Zero.

VISION ZERO ACTION PLAN
PREMIERING 08.22.17 at the TAMPA THEATRE

SAFE STREETS NOW

VISIONZERO
ONE TRAFFIC DEATH IS TOO MANY

ONE MESSAGE

MANY VOICES

LET THEIR VOICES BE HEARD

MANAGED BY ROBIN POWELL | SEAN KELLY | CED ROEBERS | VALERIE JONES
PRODUCED BY BEAN PRODUCTIONS LLC | WRITTEN BY THE VISION ZERO COALITION
HILLSBOROUGH METROPOLITAN PLANNING ORGANIZATION | HILLSBOROUGH COUNTY CITY-COUNTY PLANNING COMMISSION
HILLSBOROUGH COUNTY | CITY OF TAMPA | CITY OF TEMPLE TERRACE | CITY OF PLANT CITY
FLORIDA DEPARTMENT OF TRANSPORTATION | CITRUS | USF | UTK | WALK TAMPA BAY | WALK BIKE TAMPA

Grassroots partners

I BRAKE FOR MY NEIGHBORS

WalkBikeDriveNE SeminoleHeights VisionZERO813



SAFE STREETS NOW

VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY

Walk of Silence

- OCTOBER 6, 2017
- 822 W. LINEBAUGH - CHURCH PARKING LOT
- WELCOMING COMMENTS 7:00AM
- BEGIN WALK 7:30AM

- NO SPEAKING DURING WALK
- POSTERS PROVIDED
- WEAR WHITE SHOES IF POSSIBLE
- 1 MILE TOTAL

IN MEMORY OF ALEXIS MIRANDA 4/27/98 - 10/6/15

#VisionZero813



School District Partners

<http://www.planhillsborough.org/high-school-student-safety-video-contest-winners/>



A YouTube video player showing a pedestrian safety PSA. The video content is a close-up of a digital clock displaying "5:30" in blue numbers. The video player interface includes a progress bar at 0:03 / 0:34, a play button, and a volume icon. Below the video, the title "Pedestrian Safety PSA" is displayed, along with the channel name "Blake HS TV & Film" and a "Subscribe" button with 155 subscribers. The video has 298 views and 3 likes.

I BRAKE FOR
CHIEFS!

#WalkBikeDriveBuschBlvd #VisionZER0813

I BRAKE FOR
LIONS!

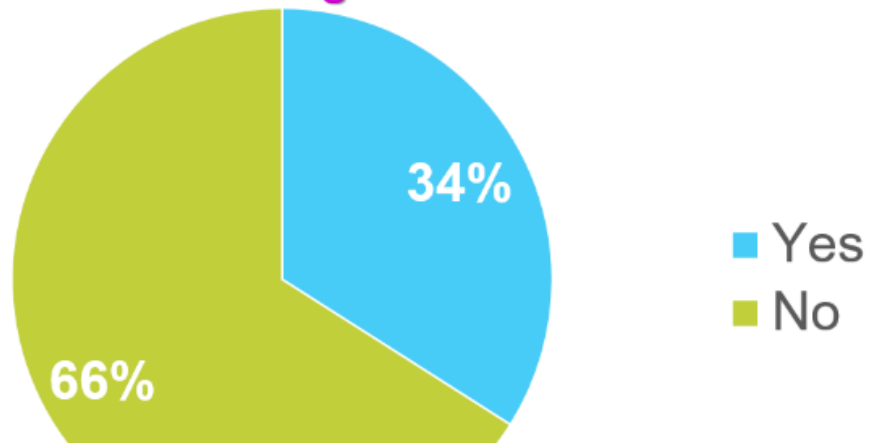
#WalkBikeDrive56thStreet #VisionZER0813



Health Partners



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



What if getting to the grocery store means crossing Busch Blvd? With bags? And kids?
What if the closest crosswalk is $\frac{1}{4}$ mile away?

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



STOP! Give Light to Life! - Melissa Wandall

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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PlanHillsborough.org



VISIONZERO