

SAFE STREETS NOW



VISIONZERO

ONE TRAFFIC DEATH IS TOO MANY

Citizen Advocacy



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

VISION ZERO IN HILLSBOROUGH COUNTY TODAY

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, despite slowing global growth that caused upheavals 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 run since last January.

The strong hiring order scores the resilience of the United States at a time of global growth and financial turmoil. Healthy consumer spending and an uptick in investment spending should provide momentum for growth this year, economists said.

The report immediately to rest a lot of the worries the U.S. economy will continue due to the intense global headwinds coming from



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

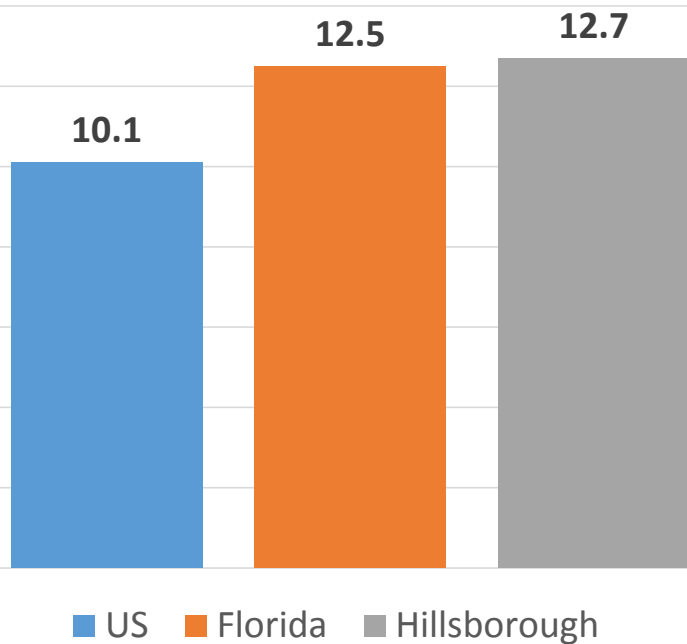
DAVID METZNER / TAMPA BAY TIMES

A pedestrian crosses E Hillsborough Avenue at

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Does Vision Zero Make Sense Here?

Traffic Deaths per 100,000 Residents



Highest rate of any large county in the United States (2015)

= 33 MORE people die, each year, than average

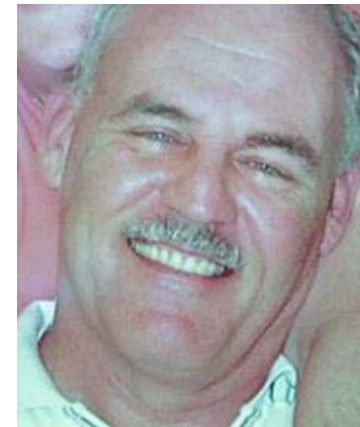
HIGHWAY SAFETY IN HILLSBOROUGH COUNTY



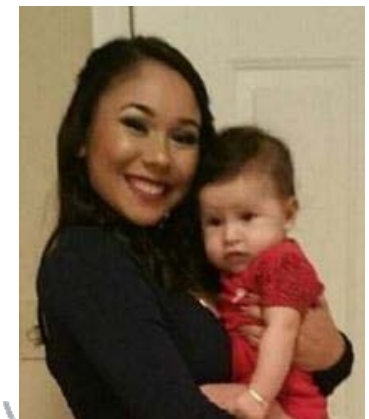
LaMour Welch, 29



Ernest Kelly, 12



Eugene Fischer, 65



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



Tbo.com

HIGHWAY SAFETY IN HILLSBOROUGH COUNTY

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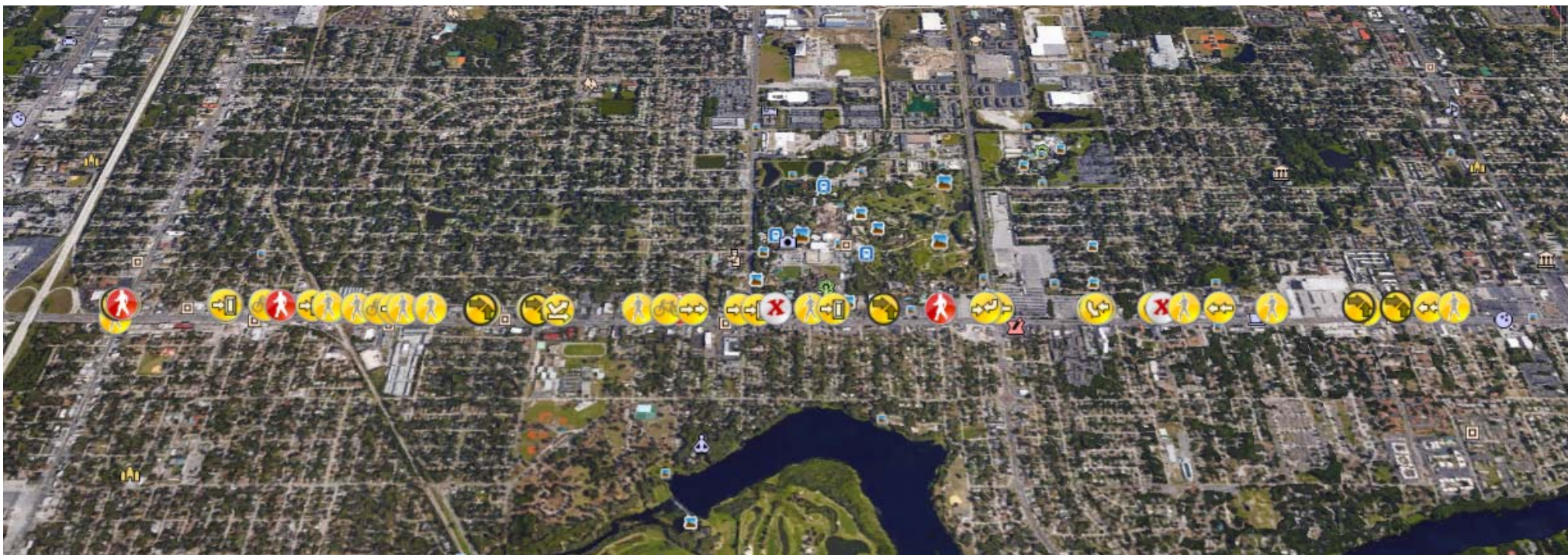
What does the data tell us about our county?

For every 1 fatal crash, 8 incapacitating injury crashes. Altogether ~1500 /year.

- 75% of fatal crashes occur on roads with **posted speeds 40 mph +**, 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**. (It's 42% of fatal vehicular crashes.)
- 24% of fatal crashes involve **lack of lighting**. (It's 39% of fatal pedestrian crashes.)
- 23% of fatal crashes involve **intoxication**. (U.S. rate is 29%.)
- 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

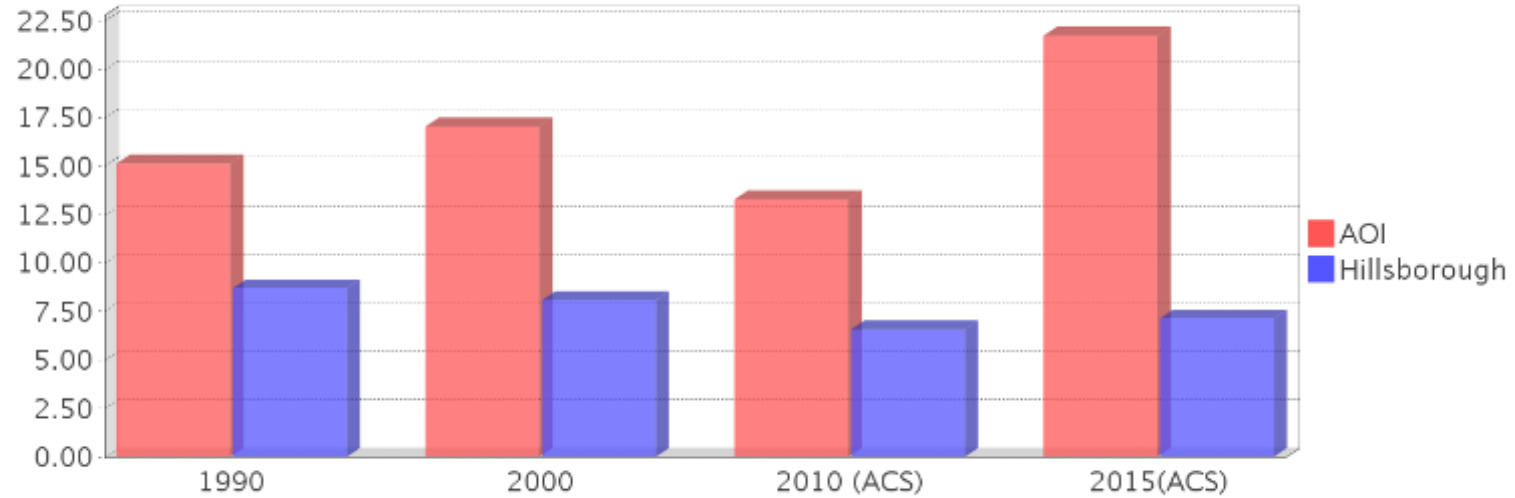




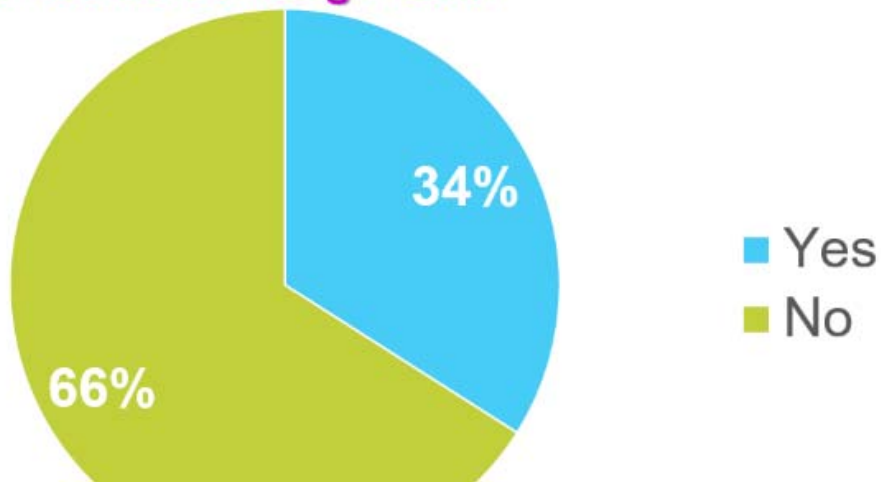
**Why
would
anyone
do this?**

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Occupied Units With No Vehicles Available



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

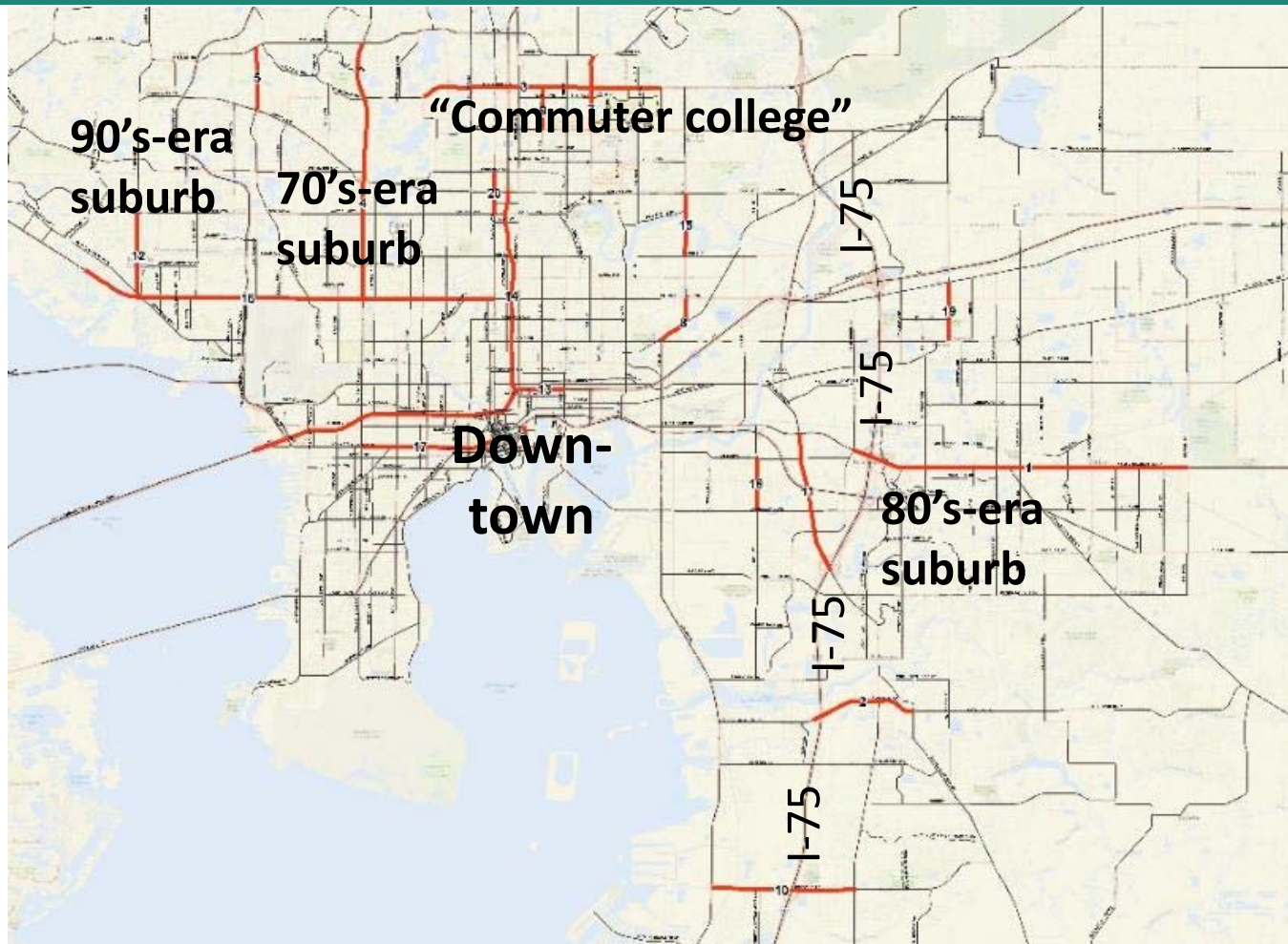


What if getting to the grocery store means crossing Busch Blvd? With bags? And kids?



What if the 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

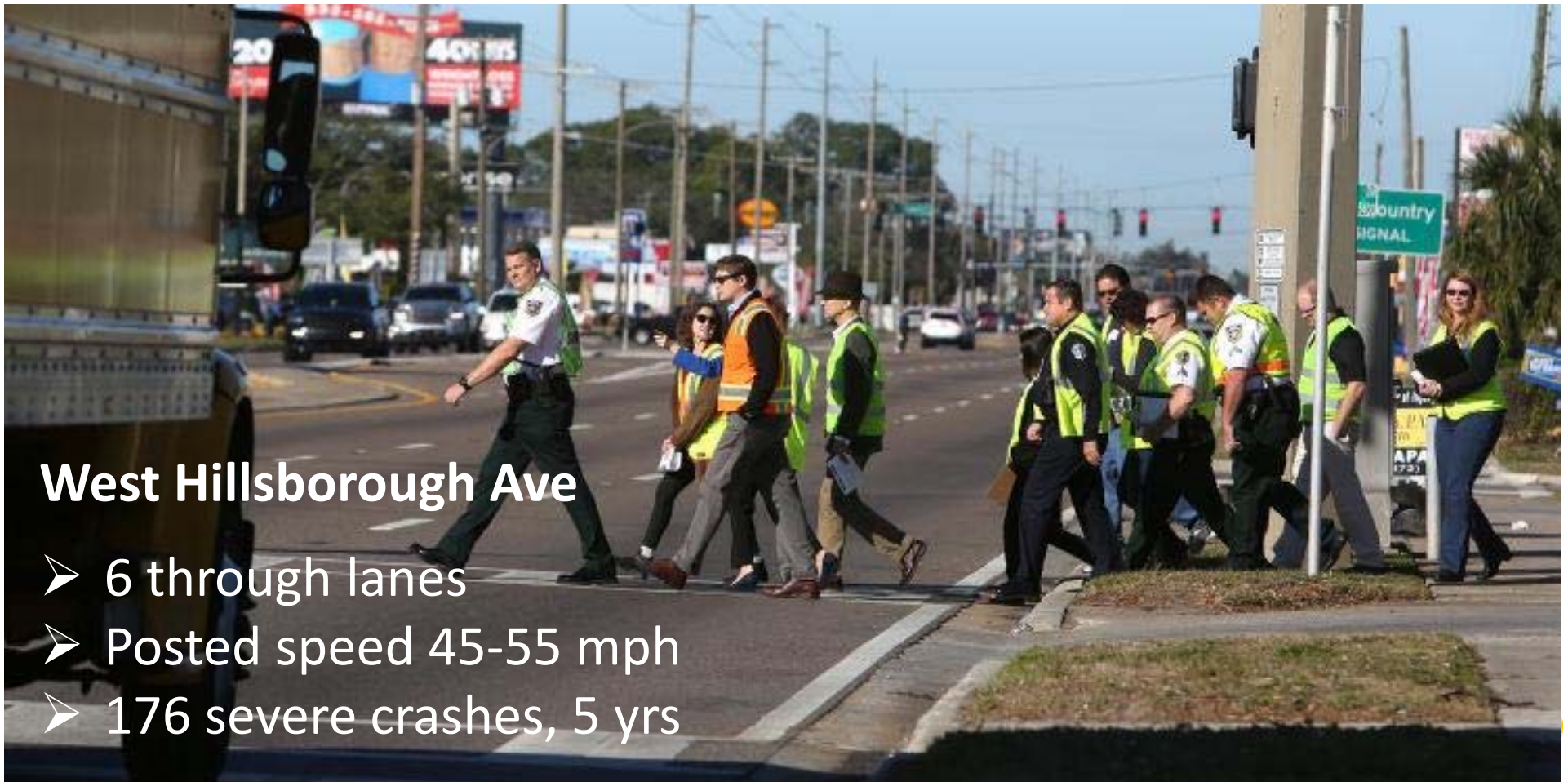
(only 4% of our roads)

1030 severe crashes in five years

(not fender benders)

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



West Hillsborough Ave

- 6 through lanes
- Posted speed 45-55 mph
- 176 severe crashes, 5 yrs

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

West Hillsborough Ave

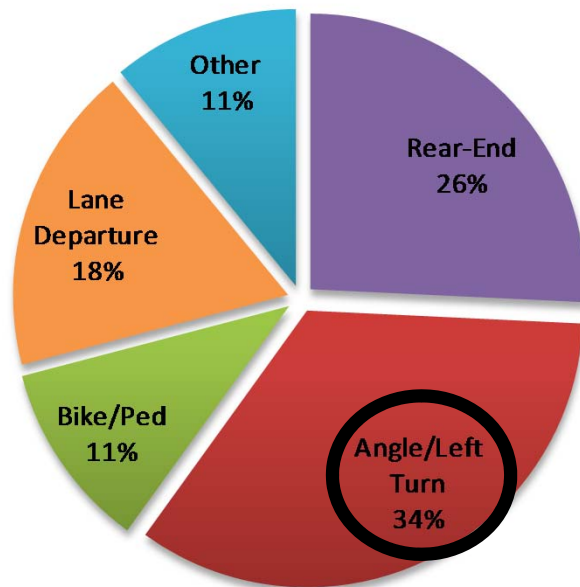
- 80's era suburb
- Shopping plazas, with subdivisions behind
- Affordable housing
- High-ridership bus rte.
- School-age student high-crash area



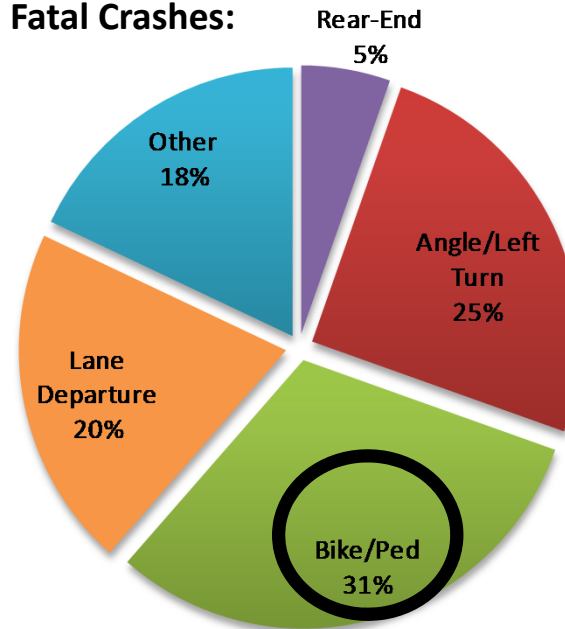
Access Management Issues + Walk/Bike Issues

Countywide, over half of “Severe Injury” and “Fatal” Crashes occur along Urban Major Roadways like Hillsborough Ave

Severe Crashes:



Fatal Crashes:

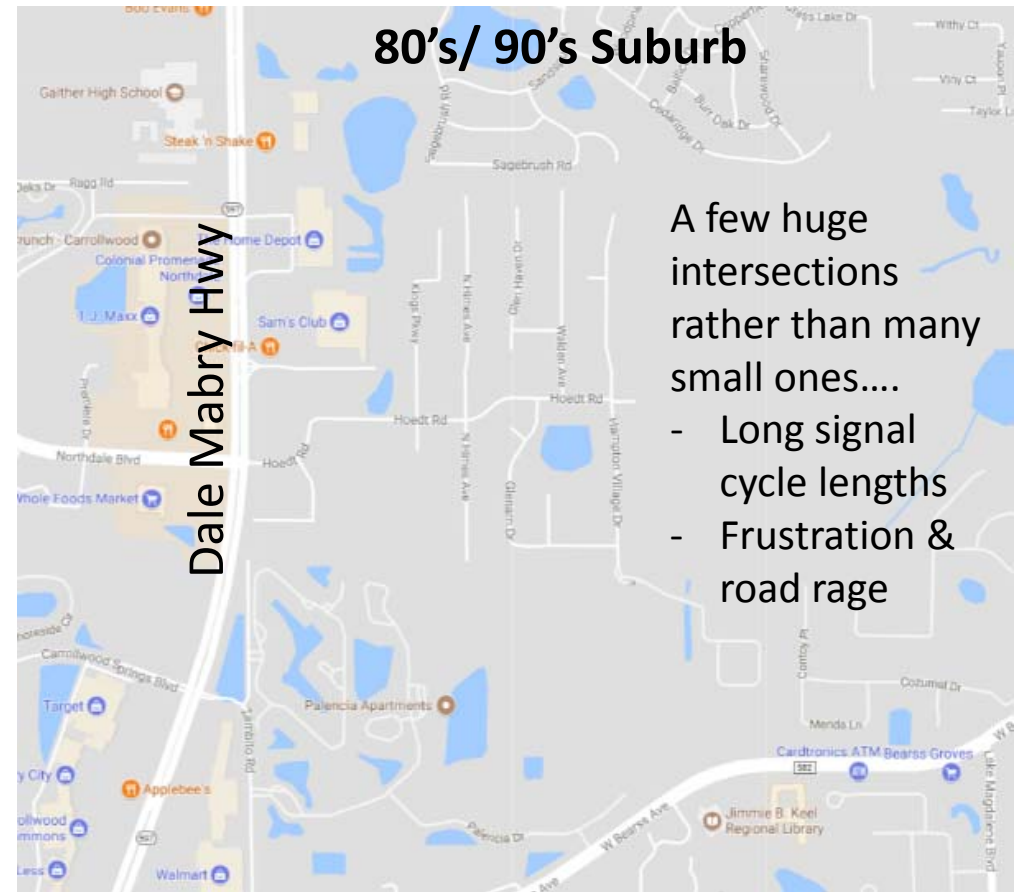
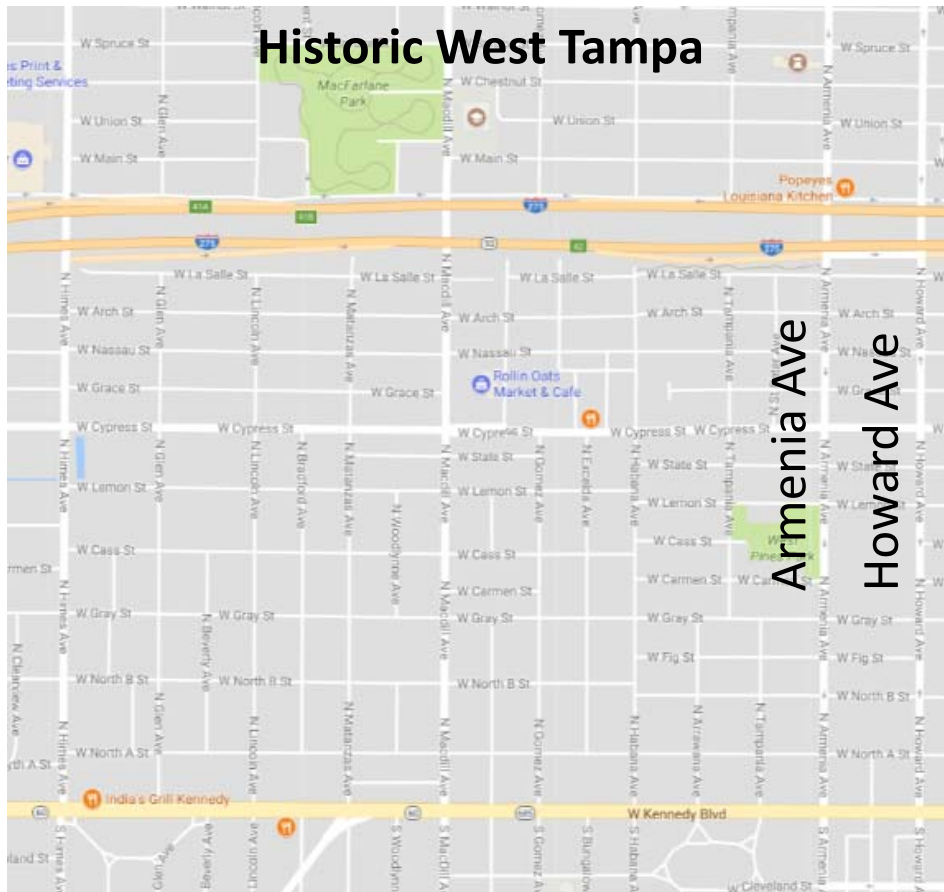


Aggressive driving: one-third of fatal crashes



Multi-lane roads with high speeds & bottlenecks
Excess capacity off-peak

Aggressive driving: one-third of fatal crashes



Aggressive driving: one-third of fatal crashes

"First-Mile"/"Last-Mile" Issues in Hillsborough County



"We need better coordinated lights."

"It's hard for me to get into school every day because of that light and not having a turn lane."

"Just add more left turn lanes."

"In Carrollwood, just to pull out of my neighborhood, there's so much oncoming traffic and the lights are timed so poorly, that there's not a gap and I can't get out."

"The light changes, two cars can go through, and then there's a line of 50 more cars, waiting. OK, I guess I'm going to be here another 25 minutes."

"Does anyone see Waters? Can someone fix the traffic lights, please?"

MPO Market Research
with Focus Groups:
What transportation
issues (if any) matter
to you?


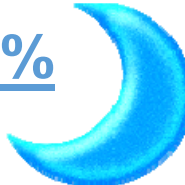
2012

Lack of lighting: one-quarter of fatal crashes



Lack of lighting: much more likely fatal

2013 Pedestrian Crashes, Florida

	<u>Total Crashes</u>	<u>Injuries</u>	<u>Fatalities</u>
	8,410	7,467	498
Daytime		 <u>64%</u>	22%
Nighttime		36%	<u>78%</u> 

FDOT & Tampa: “Bright Lights, Safe Nights”

Florida and Waters					
BEFORE: 2011-Jan 2015			AFTER: Feb 2015-April 2017		
Total Crashes	Night Crashes	Night Crash %	Total Crashes	Night Crashes	Night Crash %
99	44	44.4%	70	18	25.7%
Total Bike/Ped Crashes	Night Bike/Ped Crashes	Night Crash %	Total Bike/Ped Crashes	Night Bike/Ped Crashes	Night Crash %
11	7	63.6%	2	0	0.0%

Fowler and 15th					
BEFORE: 2011-Jan 2015			AFTER: Feb 2015-April 2017		
Total Crashes	Night Crashes	Night Crash %	Total Crashes	Night Crashes	Night Crash %
74	28	37.8%	74	29	39.2%
Total Bike/Ped Crashes	Night Bike/Ped Crashes	Night Crash %	Total Bike/Ped Crashes	Night Bike/Ped Crashes	Night Crash %
13	9	69.2%	6	2	33.3%

More than one person walking is injured every day



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1st Place, Student Video Competition



Blake High School
Pedestrian Safety
by **Ethan Huggins** and **Zuriel Cousins**

Teacher: Sean Phillips

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

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The Vision Zero Coalition



...and growing

Discussion Question: Safety & Mode Share

What do you think about the relationship between a community's VMT (vehicle miles travelled every day) and the community's crash rate? Is it:

- a) Assuming higher VMT increases exposure, then reducing single-occupant vehicle mode share has the potential to reduce crashes.
- b) That may be true, but if the population continues to grow (as in much of Florida), VMT and therefore crash growth will likely outpace any advances based on reducing single-occupant-vehicle (SOV) mode share.
- c) Reducing SOV mode share not only reduces exposure to vehicle crashes, it also raises the visibility of alternate modes and increases driver awareness, so the safety benefit may be higher than the change in VMT alone would suggest.
- d) More than one of these.
- e) Something else.